

PRINTERS' INK

Registered U. S. Patent Office

12 West 31st Street, New York City
A JOURNAL FOR ADVERTISERS

VOL. XCI

NEW YORK, APRIL 1, 1915

No. 1



And, now, to sum up—

Here ends the series of business stories which we have been telling on the front cover of PRINTERS' INK for eighty weeks.

Not that we have come to the end of the chapter; no, indeed! we have several times as many clients as we have presented to you here, but we prefer to leave you a little hungry for more rather than to run the risk of sating you.

And what have you seen in our show windows?

—merchandise ranging from hooks-and-eyes to farm engines, from garters to encyclopædias, from silks to grindstones;

—merchandise produced everywhere from Edinburgh, Scotland, to Denver, Colorado; from London to New Orleans; from Maine to Texas;

—merchandise which must be sold to every one, from My Lady Dainty in her perfumed boudoir to Hank Hornyhand who wrests his living from Mother Earth.

Now, really, is not our pride to be connected with such vast and

varied interests, such big and busy men, such prominent and profitable industries, entirely pardonable?

Is not our confidence in our ability to successfully solve other marketing problems entirely warranted by the great store of experience we have gained in our forty-six years of sailing in all the diverse channels of trade?

Yes, we are forty-six years in business this month—and here we ask that you allow us an interlude to pay our birthday compliments and respects to the producers of the things that feed and clothe and house and warm the world.

To be privileged to sit at their council boards has given us a sincere high admiration for the brains and energy and pluck and honesty of those fine men who direct our industries.

To associate with them and catch the inspiration of their enthusiasm and courage has given zest to our labors and taken the irk from our work.

Continued on page 41

Why

I Gave My Account to FEDERAL

Princine

Pure Phosphate
Baking Powder

We have devoted many years in perfecting PRINCINE PURE PHOSPHATE BAKING POWDER in which we know we have the best leavening so far produced.

In planning for its introduction, it was natural that we should select the advertising agents who demonstrated the most comprehensive knowledge of our market and the advertising and selling plans necessary to reach it. Consequently, we selected the Federal Advertising Agency.

Yours very truly,
THE SOUTHERN MFG. CO.,
E. C. LAIRD, Pres.

FFEDERAL asked this client to write something suitable for this series of advertisements. The above is the result, verbatim. Discount the friendliness of a new client—make allowance for the desire to “help the agency along.” There remains the willingness of The Southern Mfg. Co. to go on record in the unqualified language we are privileged to print above. “It was natural,” writes the President of this great company, “that we should select the advertising agents who demonstrated the most comprehensive knowledge of our market”—thus giving striking verification of Federal’s slogan:—

“Put it up to men who know your market”

FEDERAL
ADVERTISING AGENCY

241 West Thirty-ninth Street, New York



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No. 1

Close-formation Tactics in Sales Development

How One Sales Manager Made Two Sales Grow Where One Grew Before

IN some organizations it takes a long time to discover the little deserts on the territorial map of sales, and, when found, ordinary methods of irrigation often fail to make them productive.

Some concerns accept a known selling weakness in certain sections as one of the inevitable results of competition. Others are not so easily pacified. They want to know why, specifically. If the desire for knowledge is strong and persistent the answer is usually found, and with it the remedy.

Several years ago a representative New England shoe house installed a new sales manager. His predecessor in that capacity was a member of the firm who found it necessary to unload some of his growing executive burdens.

FIFTY SALESMEN TO "ROUTE"

The business had grown steadily and no special need of greater selling efficiency was apparent at that time. The firm employed about fifty salesmen—a force that supposedly was covering the whole country. It was expected that the volume of sales would continue to grow through a natural individual development among the salesmen.

But the new sales manager brought with him a fresh viewpoint that was not molded and hedged in by the precedents and established methods of the firm. He also possessed an inquiring mind, so he began to analyze the sales policy and check up results in a definite way.

While his use of maps and tacks in spotting sales will not be news

to most sales managers, the manner in which he employed these devices to pry salesmen away from jealously guarded territory without hurting their feelings overmuch is likely to prove suggestive.

One of the first things that the new man did was to study the individual territory of each salesman—estimate what it should produce in sales for his house, and compare this result with what was being produced.

SALESMEN HAD LITTLE OVERSIGHT

In order to do this intelligently he procured a map cabinet and a set of State maps. Now most concerns whose policy it is to designate a route for their salesmen use a map system for that purpose, but many concerns depend largely on the initiative of their salesmen in this and many other respects, and judge their efficiency on aggregate results. The firm in question had followed the latter method, and territory had been allotted largely by States, so a map system had not been considered necessary.

But this sales manager found other uses for a map record—first he carefully drew the boundary lines of each salesman's territory on the maps wherever more than one salesman worked in the same State. Then he prepared a list of every town of 500 population and over in each territory. That was the range of towns in which the goods could be sold profitably.

INTERESTING SITUATION REVEALED

These lists were then compared with the sales records, and each

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town checked to indicate whether the house sold any goods there.

When the lists were completed they told an amazing and very interesting story. The average salesman was selling goods in only about half the towns in his territory.

At one stroke the new sales manager had uncovered a vast field for sales development.

He analyzed it more closely. First he transferred the information given in the lists to the territorial maps by using a green-headed tack to designate every town where the company sold goods. Red-headed tacks were used to indicate the no-sale or opportunity towns. The maps then presented a comprehensive picture of each salesman's territory. The weak spots stood out in the limelight—a surprising number of them.

Why? How can they be eliminated? These were the next questions.

WEAKNESSES REVEALED

The lists were revised to show a more complete story, which included the population of each town, the names of all well-rated dealers in each town, and the exact amount of sales to each customer during the preceding year. These facts, when assembled, disclosed other valuable information. They brought to light special weaknesses of various kinds in individual salesmen. One salesman's record, for example, showed no sales whatever in towns of less than 5,000 population. Evidently he passed up smaller towns entirely. Another salesman seemed to take the opposite course. His small towns were nearly all well developed, but he secured very little business in the large cities. It was noticeable that some men almost invariably secured their orders from concerns whose commercial ratings indicated them to be the smaller stores in a town. In fact the lists and the maps together provided an excellent bird's-eye of what each salesman was doing in his territory.

Of course it was not safe to rely altogether on this information, be-

cause there are influences and local conditions which cannot be visualized accurately from a private office. However, here was a basis for constructive sales development—and more intelligent supervision of the salesmen.

A copy of the list pertaining to his territory was sent to each salesman, together with a letter directing his attention to obvious conclusions.

The letter was not in the form of a reprimand, nor did it contain any definite instructions that would be construed as a positive order. It pointed out the opportunities of the salesman to increase his sales by more thorough application along certain definite lines. Furthermore, each salesman was told that the house was going to conduct a special direct mail campaign to interest every well-rated dealer in every town where he was not selling goods.

The inference of course was that he was expected to call on those dealers.

This had a distinct moral effect on most of the men, as they realized for the first time that their work was being closely watched in the house.

Many of them took the cue and succeeded in opening some nice new accounts.

Also, the mail campaign stimulated a good many inquiries which forced them to call on dealers they had never solicited before.

As a matter of fact, however, it developed that most of the salesmen had too much territory—more than they could work thoroughly. Naturally they had hit only the high spots at first, and gradually settled down to devoting most of their time to regular customers. The sales manager arrived at this conclusion as the first season drew to an end, because the red-headed tacks were still very much in evidence on the maps.

WHERE SHOULD THE NEW MEN WORK?

Here was a problem that required some thought. It meant putting on more men. The only way to make room for new men was

Some Astonishing Results IF THE AMERICAN BOY

can get 21,675 replies for one of the most prominent automobile concerns, at a cost of 11 cents each and that concern is so impressed with the quality of the replies that it makes yearly contracts for big space;

or, if a boat and engine company can get replies at a cost of 6 cents each and make sales that average \$32.00, and at a cost of \$1.85 per sale;

or, if a bicycle and motorcycle company can get more replies and at a lower cost than from any other medium, the object of the copy being to distribute catalogues and send inquirers to dealers, but besides all this makes numerous, direct sales at \$125.00 per sale;

or, if a shoe manufacturer can make more sales of boys' and men's sizes of shoes from the use of quarter page advertisements than through any other medium, even though the cost in some of the others be eight times as much;

it (THE AMERICAN BOY) is worthy of the serious consideration of advertisers.

The results that THE AMERICAN BOY is producing these days are as astonishing to us as they are to the advertisers themselves.

In dozens of classifications it is the leader among all mediums, both in productiveness and cost.

Frequent expressions from letters received from advertisers are as follows:

"The American Boy leads our list."

"It is one of the best mediums we use."

"The American Boy pulled best for us last year. We will use increased space in the coming issues."

"The result was a gratifying surprise to us."

"Our publicity in your magazine last November and December was carefully checked and we find that the inquiries received far in excess of those received from other magazines with a larger circulation. Consequently we will eliminate several other magazines this year in favor of yours."

Nothing cheap or frivolous can be advertised in THE AMERICAN BOY. All of the advertising is of the highest grade, and the mediums that are making as rapid gains in advertising patronage as is THE AMERICAN BOY can be counted on the fingers of one hand.

500,000 boys see and read each issue from cover to cover. "Where there's a boy there's a family" and abundant testimony shows that fathers, mothers, sisters and brothers all read THE AMERICAN BOY as well.

You will be impressed by the strongest talking point THE AMERICAN BOY has viz., a copy of THE AMERICAN BOY itself. Send for it and rates.

THE SPRAGUE PUBLISHING COMPANY



J. COTNER, Jr., Secretary & Treasurer
DETROIT, MICHIGAN

Eastern Office:
E. S. MURTHEY,
286 5th Avenue
New York

Western Office:
J. P. AHRENS, Jr.,
1417 Lytton Bldg.
Chicago



to take territory from old ones—and the average salesman is more jealous of his territory than he is of his wife, providing he has one. A closer study of the maps and the red tacks helped to solve this problem.

One example will illustrate what was discovered and what occurred in most cases: The territory of one salesman consisted of the whole State of Georgia. He lived in Atlanta and made that city his headquarters. If you should draw a horizontal line through the center of the State you would find that Atlanta is located nearly in the center of the upper half. The tacks on the map of Georgia showed that this salesman got most of his business in the upper half of the State. In other words, he spent most of his time near home, and even in that section there were more red tacks than there were green ones in the lower part of the State.

CONVINCED BY THE RED TACKS IN HIS TERRITORY

It so happened in this case that another salesman who was a prodigious worker, had found the State of Florida too small to occupy all of his time. Consequently a slice of Southern Georgia was taken from the Georgia man and given to the Florida man. The Georgia man kicked like a steer, at first, but gave up when he was shown that the business he really lost by the transaction was hardly enough to justify the time and expense of getting it. He was also shown a lot of red-headed tacks in the remaining part of his territory.

During the next season both men increased their sales—the original Georgia man about \$10,000 with less territory, and the Florida man got about \$20,000 out of his new Georgia territory.

But, when the sales manager checked up those tacks on the map again he found almost as many red ones in the original Georgia man's territory as there had been at the beginning of the season. He also observed that most of them were grouped in one section. He ruled off that section, and then figured the amount of business the

salesman would lose if he took it away from him. It amounted to about \$5,000. Then he figured the possibilities of the entire section and found it sufficient to support a salesman of average ability. He submitted it to a promising applicant who lived in the section, and it was accepted.

GEORGIA MAN LOSES ANOTHER SLICE

The original Georgia man was displeased again, but he didn't show much fight. The red tacks and the figures didn't leave much ground for him to stand on. He said the new man would starve to death and the territory would come back to him in six months.

But it didn't. The new man sold almost as many goods as the old one did, and the latter registered another small increase in sales the following season.

Moreover both men have continued to increase their business, and to-day Georgia yields to that firm over three times the business it did before the red tacks were put on the job.

The Georgia experience was repeated with slight variations in a good many other States. In some cases the new men developed into better salesmen than the old ones. The original force of 50 men has been increased to 85, and there was only one of the old men who decided to quit rather than give up any of his territory. He was allowed to take his choice and he has wanted to get back ever since.

In working out this plan, great care was taken to be fair and just to the old men. No territory was taken from any man who could and would work it satisfactorily. In some cases they were given an opportunity to demonstrate better results.

Some of them would plead only for the privilege of retaining certain towns where they had established customers. This request was granted in a few instances, but the idea did not work out well. Such towns were usually the best ones in the territory and it discouraged the new man if they were excepted from his territory.

This firm still has use for a few red tacks, but they are pretty well

When Buyers Are Buying

Is the Time to Reach Them

G. G. Slaughter buys for 33 Southern Mills. He says:

Greenville, S. C., March 11, 1915.

"We use your Official Register almost exclusively for securing quotations on various lines of goods."

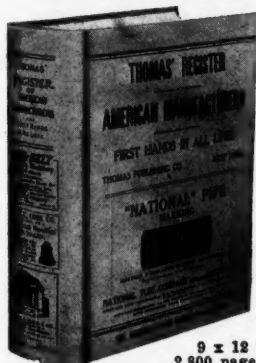
Thousands of similar instances—it is more used in buying than all other publications in the United States combined.

Its users, numbering more than 15,000 and constituting the most important aggregation of buyers in the United States, never look elsewhere any more than they look elsewhere for information naturally to be found in the telephone directory.

All of them who want anything in your line, at any time during the year, are sure to see whatever you print in the one issue a year of this Register. None of them will search for your matter elsewhere, even though it appears every week or month in every other publication.

It assures you that important buyers of your goods will be sure to be reminded of you at exactly the right time.

OFFICIAL REGISTER OF THE AMERICAN MANUFACTURERS



300,000 Names, \$15.00

It instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. It gives the home address and branches of each. It shows the approximate capital invested by each by a size classification ranging from \$500 to \$1,000,000. It instantly shows who makes any special brand or trade name. Many other valuable features.

We aim to list every manufacturer free of charge and regardless of patronage. At reasonable rates we publish, in addition to the name, descriptive matter, extracts from catalogues, circulars, etc. Such matter printed under appropriate classifications in this work, is PERMANENTLY RECORDED in thousands of places where buyers look, and will be read by the RIGHT PEOPLE at the RIGHT TIME, i. e., Large Buyers, at the time when they want to buy. It attracts first attention, and furnishes the Buyer detailed information that he wants but cannot get from simply the name of the manufacturer. It costs less than to mail a one-cent circular to each user of the Register.

1041 American Manufacturers published such matter in the 1914 Edition.

INFORMATION HEADQUARTERS FOR LARGE BUYERS

Thomas Publishing Company, 134 Lafayette Street, New York

BOSTON: Allston Station

PHILADELPHIA: Land Title Bldg.

CHICAGO: 53 W. Jackson Bld.

scattered over the maps and usually denote a small town where few dealers and strong competition makes it hard to get a foothold.

The experience of this concern proved that the weak spots in its distribution were due largely to lack of proper cultivation. Moreover, a rather loose sales policy had made it possible for such a condition to exist for some time before it became known. The result was not only a loss of business that could never be replaced, but was also a partial waste of money that had been spent for both trade and consumer advertising.

One of the reasons why the new salesmen found it comparatively easy to open accounts was because many of the dealers they called on had been half sold by the company's advertising, but they had never had an opportunity before to buy the goods.

Bill in New York Legislature on Use of Family Names

Assemblyman Stoddard has introduced in the New York Legislature at Albany a bill prohibiting the unwarrantable use of any family name or names in business. The measure has been approved by the Merchants' Association of the City of New York. The report of the Association's Committee on Commercial Law, E. D. Page, chairman, to the executive committee of that body says: "This measure forbids the use of any family name in business, unless it is the true name of the person or one of the persons conducting the business, or unless such person or persons are successors in interest to the person or persons hitherto using the name. Its purpose is to prevent the use, by unauthorized persons, often in a fraudulent manner, of family names which have earned high business reputation, and with which names the public associates integrity and fair dealing."

Working for 500 Members

Through the efforts of the Membership Committee, the number of members of the Advertising Club of St. Louis has increased, in the last two months, from 170 to 440, and it is hoped that by the time the membership contest is over, which ends March 31, there will be 500 members in the club. The rise of this membership means that the club will have permanent quarters and a paid secretary, and is looking forward to being a big factor in bettering the advertising of St. Louis.

Inequalities Under the Parcel Post

Committee in Congress Reports
—Wherein Mail-Order Houses
Are Said to Be Favored—Alleged
Flaws in the Zone System Pointed
Out, As Well as Rates on
Miscellaneous Printed Matter

Special Washington Correspondence

THAT mail-order houses are given undue advantages under the present administration of the domestic Parcel Post is the burden of rather severe criticism embodied in the report recently submitted to Congress by the Joint Committee of the U. S. Senate and House of Representatives to investigate the General Parcel Post. This committee, which was created by act of Congress on August 24, 1912, and which has but lately been legislated out of existence, consisted of Senator Joseph L. Bristow of Kansas, chairman; Representative David E. Finley of South Carolina, vice-chairman; Senator Nathan P. Bryan of Florida; Senator Charles E. Townsend of Michigan; Representative David J. Lewis of Maryland and John J. Gardner of Egg Harbor City, N. J. The report just completed—and which was curtailed owing to the abrupt termination of the existence of the investigating body—is a majority report presented by Chairman Bristow. It is understood that a minority report which may more closely reflect the attitude of the Post Office Department, is likely to be prepared later by Congressman Lewis.

HOW IT WORKS FOR THE MAIL-ORDER HOUSE

Denunciation of alleged special privilege to mail-order houses is made in that section of the report which deals with the consolidation of the first and second postal zones. The report says in part: "No other change made by departmental order has been so inequitable as the one which practically merges the first and second zones. Its effect is to benefit especially the mail-order houses by giving

QUALITY WITH QUANTITY

During the Southern tourist season just closing, the following PAID SUBSCRIPTIONS to the BOSTON POST were going to the States named:

Florida	446	Subscriptions
North Carolina (Mostly Pinehurst)	129	"
South Carolina	35	"
Georgia	63	"
Total	673	"

While 673 copies of the Boston Post going daily to southern points may not seem large when compared with its immense circulation, yet on second thought it is plain that it is read by a very large portion of the well-to-do New Englanders who visit southern climes each winter.

PAID IN ADVANCE MAIL SUBSCRIPTIONS are always evidence of substantiality and standing in a daily metropolitan newspaper. THE BOSTON POST has over

20,000 Paid in Advance Mail Subscriptions

which is more than the COMBINED total of the other THREE Boston papers having daily and Sunday editions.

The Boston Post

*Largest Circulation of any morning newspaper
in the United States.*

Net Paid Averages

For Last Quarter of 1914, as Reported to the Audit Bureau of Circulation

Boston Daily Post	Boston Sunday Post
430,495	300,226

Eastern Representative—Kelly-Smith Co., New York
Western Representative—C. Geo. Kroghness, Chicago

them an undue advantage over the local dealers in transportation expense.

"Under the zone system now in effect, a mail-order house can establish a branch agency in the territory which the concern seeks to reach, and within a radial distance of 150 miles from the location of such agency, the mail-order house gets exactly the same rate as the Government charges the local merchant who ships only a few miles, notwithstanding the marked difference in the cost of transportation service rendered.

"For example, suppose that a 50-pound parcel is shipped to a citizen of Bavaria, Kan., by one of the mail-order houses now doing business in Kansas City, Mo. Bavaria is a village 193 miles from Kansas City by rail, but within the radial distance of 150 miles; therefore the parcel is carried at the rate applying to the first and second zones, which for a 50-pound parcel is 54 cents. A parcel of the same weight shipped by a merchant of Salina, Kansas, to Bavaria, a distance of 7 miles, likewise takes the same postage rate—54 cents. According to the Postmaster-General's estimate of cost, the service performed for the shipper in Kansas City costs 51½ cents; the service performed for the shipper in Salina costs 6½ cents. Yet the same amount in postage is collected from both. This is not fair to the Government, which is entitled to be compensated in proportion to the degree and cost of service rendered; it is not fair to the business men engaged in serving local communities, since the cost of transporting merchandise into the territory at their doors is made equal, by governmental act, with the cost to a competitor 150 miles away.

"The Government aids the mail-order house by giving it a greater service without charging a correspondingly greater fee. The example stated could be duplicated in every part of the United States. The condition referred to is not a matter of theory, but of fact. Advantage is being taken by the mail-order houses of the opportunities which the parcel-post sys-

tem offers, through the establishment of agencies, as above indicated. Merchandise is being shipped by freight in large quantities to these distributing points and mailed out to patrons by parcel post. By this means this class of shippers obtains postal delivery to the patron's door, whether in town or on a rural route, at a minimum payment of postage to the Government. And from the information received from postmasters it appears that the mail-order house makes a further profit on the transaction by charging the patron the full postage from the point of origin, instead of the rate actually paid from the distributing agency.

"For example, the postmaster at Bartlett, Ohio, writes 'Mail-order houses should not be permitted to ship packages by freight to central Ohio to be remailed. On a ten-pound package from Chicago they save 29 cents and their customer is robbed of the difference, as they collect full postage and keep the difference. A boy recently ordered some goods from Chicago, Ill.; sent 15 cents to pay postage. The postage was only six cents, as package was mailed from Columbus, Ohio'.

"Information from other postmasters confirms this statement as to the way in which the parcel post is being utilized for profit by the mail-order houses.

"The parcel-post law contained a provision requiring the use of a distinctive stamp for parcel-post matter. The order of the department abolishing the use of the distinctive stamp makes it impossible to obtain any reliable information as to the amount received by the department for handling parcel-post matter. The abolition of the use of this distinctive stamp has the effect of enabling mail-order houses to indulge in the practice complained of in the letter from the postmaster at Bartlett, Ohio.

"It has another effect, in that it affords a market to the mail-order houses for ordinary stamps, because, since the order was issued, these mail-order houses can use the ordinary stamps in payment for postage upon parcels. It has been the practice, and is yet, for

these mail-order houses to accept stamps in payment for articles ordered by their customers. To refuse to do so might lose them business. But for this order the mail-order houses would have to refuse to accept the ordinary stamp, or be compelled to dispose of a large accumulation of them in handling their ordinary mail as other business concerns do, or by sale at a discount.

"So long as it is carried on without misrepresentation, the business of selling merchandise by mail is a legitimate one, and no one will question the right of mail-order concerns to establish agencies for the distribution of their goods if they find such a system desirable. But they should be made to pay a rate of postage fairly compensatory to the Government for the postal transportation of their parcels, and the merchant who ships a distance of a few miles only should be charged materially less. The service which is performed for him costs the Government less, and he is entitled to the natural advantage of this lower cost."

WHAT A DEPARTMENTAL ORDER ACCOMPLISHED

Taking up the subject of the rates on miscellaneous printed matter the report says: "An order of the Postmaster-General issued without authority of law, in the opinion of your committee, under date of January 31, 1914, changes the third-class rates as fixed by law and admits to the parcel post miscellaneous printed matter in packages weighing more than four pounds if within the limit of weight and size for matter of the fourth class, but retains within the third class, with the third-class rate of two ounces for one cent, all such printed matter in packages weighing not over four pounds. As a result of this order a condition arises which may be illustrated as follows: On a package of miscellaneous printed matter weighing four pounds the postage rate from Washington, D. C., to Norfolk, Va., is 32 cents. If there be added to the package an extra sheet of wrapping paper,

or, indeed an old newspaper, so that the weight of the package is increased by one ounce to 65 ounces, the package becomes parcel-post matter and the rate is nine cents. Sixty-four ounces for 32 cents; 65 ounces for nine cents.

"The very mention of such rates makes them appear ridiculous; and, as a matter of fact, this is a very serious absurdity, for such rates apply to and from any post-office in the United States, though in varied degree. The rate on a 64-ounce package of such printed matter from New York City to Richmond, Va., is 32 cents; that on a 65-ounce package is 14 cents. On the other hand the 64-ounce rate, Washington, D. C., to San Francisco, Cal., is 32 cents and the 65-ounce rate 60 cents. If the addition of one ounce to the package in the one case makes it possible for the Government to carry the package for so much less postage, why should the addition of one ounce in the other case make it necessary for the Government to collect so much additional postage? Certainly the rate on miscellaneous printed matter should be corrected by law. Advantage is being taken, by publishers and other shippers, of the reduced rate for the heavier weight, and the mail is being burdened with tons of useless and unnecessary mail matter purely for the purpose of increasing the weight of the package and thus obtaining the lower rate."

VAGARIES OF BOOK RATES

Taking up the book rate the report says: "Prior to the taking effect on March 16, 1914, of the Postmaster-General's order of December 18, 1913, relative to the postage rates on books, the rate to and from any post-office in the United States was one cent for each two ounces or fraction thereof. By this order on parcels of books weighing more than eight ounces the parcel-post pound rate was made to apply. Thus, an eight-ounce package of books is carried from New York to San Francisco for four cents, while a nine-ounce package costs 12 cents. A six-ounce package is carried for

three cents. The difficulty in this case, and also in that of the rates on miscellaneous printed matter, arises from the establishment in each case of a particular weight at which the transfer is made from third class to fourth class or parcel-post matter. The absurdity of the rates is accentuated in the case of miscellaneous printed matter over that on books, by reason of the fact that this point of weight at which the transfer is made from third-class rates by parcel-post rates is fixed in the former case at 64 ounces and in the latter at eight ounces. Why should the Government charge more to transport books than it does to transport miscellaneous printed matter, if the weight of the parcel be between eight ounces and four pounds, and charge the same for the two if the weight be above four pounds or not over eight ounces? (This having to do with shipments from New York to San Francisco.)

"On the other hand compare the rates for similar weights from Washington, D. C., to Norfolk, Va. In this case the Government charges more to transport miscellaneous printed matter than it does to transport books if the weight of the parcel be four pounds or less, and the same if it be more than four pounds. Why, in shipping a short distance, should the Government charge more for miscellaneous printed matter than it does for books, and in shipping long distances more for books than it does for miscellaneous printed matter? Congress has at times been accused of loose and immature legislation; but there is nothing in the foregoing to indicate that when the legislative functions are assumed by departmental officials any better results will be obtained.

"Another tremendous advantage to the mail-order concerns was conferred by the Postmaster-General's orders which admit to the mails at parcel-post rates books weighing more than eight ounces and miscellaneous printed matter weighing more than four pounds. The saving which is thus effected for the mail-order houses in post-

age on their catalogues and advertising literature is enormous. How serious a loss in postal revenues is thus suffered by the Government is to some extent indicated by the fact that William C. Thorne, general manager of Montgomery Ward & Co., Chicago, Ill., testified before a Senate committee in 1912 that the expenditures of that one catalogue house for third-class postage averaged from one and one-half to two million dollars annually.

"From the best information which the committee has been able to obtain, it is convinced that the practice of sending by freight for distribution in the short zones by mail, and the greatly reduced rates which these mail-order concerns have obtained by the changing of the classification of their catalogues from third class to fourth class, have resulted in a loss to the Government of many millions per annum. The committee has conclusive evidence that one firm alone has saved postage aggregating approximately \$1,000,000 per annum by this change."

Milwaukee Ad Men Addressed Over Long-Distance 'Phone

Richard L. Whitton, vice president of the Nichols-Finn Advertising Company, Chicago, delivered an address March 23 over the long-distance telephone from Chicago to the meeting of the Advertising Managers of Wisconsin at Milwaukee. A thought contained in Mr. Whitton's address was that the advertising appropriation is really a loan, at a high rate of interest, from the institution itself to the selling end. He contended that the return of both principal and interest within a reasonable time was the duty of the advertising manager and the advertising agent.

New President, Libby, McNeill & Libby

W. F. Burrows, former vice-president of Libby, McNeill & Libby, Chicago, has been elected president of that concern, to succeed the late Edward Tilden.

Mr. Burrows has been connected with the house of Libby, McNeill & Libby for the past thirty-three years, and it was through his efforts that the firm, who in earlier years were meat canners, extended their operations to other lines of canning, such as the putting up of California asparagus, California fruits, etc. More recently Mr. Burrows has been influential in taking over several of the largest salmon canneries in Alaska.

What the Public Will Buy

How the Big Five-and-Ten-Cent Syndicates Feel the People's Pulse and What Manufacturers May Learn From Their Experience

A COTTON mill up in New England recently made an arrangement with the F. W. Woolworth Company for the latter to take its entire output of mercerized crocheted cotton and sell it, under the name of "Woolco," in the company's syndicate of five- and ten-cent stores.

This was real news to the trade when it first learned the fact through the 42-inch advertisement appearing over Woolworth's name in a woman's magazine. Ordinarily, there would have been no heart-burning over the arrangement, but on account of the European war, the lot of the cotton mills, as everybody knows, has not been an excessively happy one. Cotton is low, the demand is slack, and few mills have been looking for business in advance of a general business recovery. Consequently, this forward drive of one mill in a rather unexpected direction has set other mills, advertising agencies and publications to thinking.

Markets like the five- and ten-cent stores are not common. They are not open to all manufacturers. Thousands of the readers of *PRINTERS' INK* have no interest in them whatever, but there is one thing at least that these store syndicates stand for that is of the most vital interest to every distributor in the country: *they know their market*, they know what the public will buy, or if they do not know that in every case, they know how to find out.

The manufacturer who goes to Woolworth can learn, without expense, almost as it were by pressing a button, what they can and what they cannot sell in the 750 or 800 Woolworth stores, located in practically every city of 25,000 or more throughout the country, and in many other stores in cities as low as 5,000 population.

A manufacturer, we will say, has a product he wants to market, but he hesitates and is uncertain about the

extent of the possible demand. Will people really buy it at the price? Does it look too cheap? If he were sure of the market he would put more value into it at the beginning, and discourage possible competition. But he is not sure. If he could only get a line on what the popular demand is for, on *what people will buy!*

PUBLIC "WANTS" REVEALED BY SYSTEM

Well, if he can sell in the five- and ten-cent field, the problem is already solved for him, as it would be solved for others if the principle were extended to other fields. No other field has been so organized and systematized as this, and in no other is it possible to find out with so little expense and so much assurance of the correctness of the answer.

You send your salesman, or go yourself, say, to one of the 25 or 30 Woolworth buyers. You await your turn in a tremendous crowd outside the door. When it comes, you state your proposition. If it comes in the class of old propositions, it is accepted or rejected on the spot. The buyer is expert and knows values. When the article is a novelty, that's different. It may be tentatively accepted. "Send samples and I will look them over," you are told. You do so. Two or three weeks elapse. Meanwhile the system is working. Then comes the decision. The proposition is turned down or, presto! the suction power of nearly 800 stores is clapped on to your plant.

PROCESS ALMOST AUTOMATIC

It is all done. You are paid in cash, but there would be no doubt about the sales in any case. Everything from buying to selling is almost perfectly automatic. You drop the goods into the buying hopper, they run out into the retail chutes, fall into place on the five- and ten-cent tables and are automatically appropriated

The
biggest issue
of
*THE SATURDAY
EVENING POST*
ever published

100 Pages

THIS week's issue of The Saturday Evening Post, now on sale, contains one hundred pages. It is the largest issue we have

ever published, both in editorial content and advertising matter. The size of this issue was the result of the great volume of advertising offered for it. It contains 229 columns of advertising—in addition to space used for our own publicity.

This record volume we take to be an indication of a general feeling of confidence among manufacturers, first, that conditions are beginning to return to normal and, second, that this is the time to go after business aggressively.

It is interesting to note that the following issue, April 10, will contain 88 pages, and the April 17th issue 80 pages, both much above the average.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA



McCLURE'S

in the

Big size

with the Little Rate

will be on sale Monday, April 15th, at the *old* McClure price



Ten Cents

A new novel by JEFFERY FARNOL, author of "The Broad Highway," begins in this May Number—the first McClure's in the Big Size.

Forms for June, the Second Issue in the Big Size
(680 lines), close April 15th

by the public. Mistakes are just about impossible, and we shall presently see why. The goods may stick in a few stores, but they are soon bundled out of there and moved along to where they do sell.

The goods actually sell themselves. There is a point there: no selling pressure whatever is exerted. The salesgirls are automatons. The big windows and the counters show nothing but goods. Big values at low prices match up with the wants of the crowds that come in to browse and buy. You get an absolutely accurate picture of what the people uninfluenced and uneducated in any way *will buy*.

The truth is that the big five- and ten-cent syndicate like Woolworth's is a buying rather than a selling machine. And yet that is not strictly accurate. It sells through its prices, its values, its display, the store location. Only not through what we call "sales effort." All the effort there is at the buying end, which is the big end, and day by day the round-up of effort goes on.

It is hard to see how much more automatic the buying could be made, but you never can tell. Already it is so systematized that the old-time buyers, who have grown up with the business, and taken part in getting up steam for the organization, and cutting out the wastes, and who are earning \$25,000 and more a year under the profit-sharing system, will soon retire and leave everything in charge of younger buyers, who *inherit* the system and whose earnings are consequently much less.

SYSTEMATIZING BUYING SENSE

And what is the system which can cut a buyer's earnings perhaps in two, and yet get equal results? How can you systematize taste, choice and all that sort of thing?

It is the simplest thing in the world—now that it has been done—and more trustworthy than if they had had a corps of \$50,000 buyers.

The system consists in finding

out what the public habitually buys in the stores and then comparing every new proposition with it. The \$25,000-a-year men are not valuable so much because of their extraordinary knowledge of values and ability to buy cheap as for their ability in perfecting the system which has now rendered a large part of such individual knowledge useless.

In the Woolworth system, which we may select as a typical, and in fact the earliest instance of the syndicate system, Mr. Woolworth was himself the first buyer and the first systematizer. The buying system which he instituted began with the store itself. It began with the very first fact about the store and eventually spread back through every other fact until it reached the buyers. It was a rather loose but effective system until the five- and ten-cent merger of the Woolworth business with the Knox and other stores, three or four years ago. After that the Knox system permeated the Woolworth structure and wrought epochal changes.

OVERLOOKED IMPORTANCE OF LOCATION

But it began with the location of the stores. Mr. Woolworth had a number of local store failures on his hands before he learned to standardize his method of selecting sites for the stores. To-day, he still insists that the location of the store among the people who must patronize it is one of the foundations of the business. When he stopped guessing at locations, and began to study them, he stopped losing money that way. Naturally that improvement helped the buying end and was essential to further economy and system.

Next he systematized the display of stock and the stockroom. The stock was laid out in order in various bins on tables and shelves. It was all in sight; all priced for the public's eye. There was nothing for a salesgirl to do but to pick out an article, have it wrapped up and accept pay for it.

The stockrooms in the base-

ment were similarly arranged. Neither salesgirls nor stock clerk were required to know prices or values, or anything more than the place of the goods. This made it possible to dispense with all but the cheapest help and to replace them without friction.

Above these cash-girls there were floor-walkers and above them the store manager.

In the beginning these store managers were highly important in the Woolworth organization; so important that the man at the head yielded them forty-nine per cent of the net profits and treated them as partners. The inspectors who afterwards became a part of the system visited these managers, and discussed improvements in the most tolerant way. Managers often remained for years in the possession of a given store, and made \$5,000, \$10,000, \$15,000, and some even \$25,000 or even more a year. Many Woolworth managers used to come down to work in their own cars.

MANAGERS SHIFTED AROUND

The importance of the managers appears to have continued great during the formative period and practically up to the time of the merger; that is, until the system had been developed to something almost self-operating.

But after the first few years and while the managers were still important, it was realized that they were too important to be allowed to remain long in one place. They were needed for organizing and systematizing, more than they were for running the system. That work might be turned over to less important men.

Their contracts therefore ran for a year, and they rarely stayed more than two years in any one place, but were moved on into new territory and given the task of building up new outlets. Sometimes they had a chance to make even more than they made before, but generally it had to be less, because the company naturally picked out the best cities and best locations first, and expanded progressively into less and less desirable territory.

Under the earlier régime, these managers carried most of the store experience under their hats. But gradually the organization of the stores, the systematization of reports and the development of buying sense and buying power made the functions of the manager less important. More and more initiative went from him to headquarters. Methods were standardized and inspectors dropped in at all times to see that the methods were observed and that the stores were being kept up to the standard. They did not so much "consult" the managers, as lay down the rules and spy out the land.

MANAGER'S PROFITS CUT

With the merger and the new economies to which it gave rise, systems became more self-sufficing and the profit-sharing percentage of the store managers was cut from 49 per cent to 35 per cent and 25 per cent and even 15 per cent. With many stores it is now eight per cent. Some managers yet made \$5,000 or more a year, but few if any now come down to work in automobiles.

That which made this saving possible, that diminished the importance of the store managers, were the elaborate reports on the stores' condition, amount and kind of stock, receipts, expenditures, etc., which the managers were obliged to make *daily*. This went up to headquarters and occupied a large corps of bookkeepers and clerks in reducing the order that was desired.

The system was ponderous but it enabled the company to know just how many spools of thread, pieces of lace, screwdrivers or nutmeg graters were being sold day by day and in what places, how much was in stock, etc. In other words, it furnished a daily inventory that showed *what the people were buying*, and how much, and where.

As there was no problematical element of "sales effort" to consider, it is evident how much this simplified the buying. Every buyer knew to a dot what the demand was for a given article the week

When You Advertise

Consider Geographical Distribution

Classifications of the 280 Buyers

Canada	24
Pennsylvania	27
Illinois	12
Massachusetts	10
Michigan	6
Kansas	2
Iowa	6
California	12
Wisconsin	12
Indiana	4
West Virginia	2
Florida	4
Connecticut	3
Washington	5
Maine	1
New York	36
Montana	1
D. of C.	5
Virginia	2
Nebraska	5
Idaho	1
Louisiana	5
Arkansas	3
New Jersey	6
Texas	2
Rhode Island	1
New Mexico	1
Kentucky	2
Missouri	6
Tennessee	1
Maryland	2
Wyoming	1
Georgia	4
Vermont	1
Minnesota	19
Delaware	1
Ohio	11
New Hampshire	2
Colorado	2
Oregon	1
England	1
Australia	1
Porto Rico	2
Germany	1
Panama	1
Jamaica	1
Cuba	5
Hawaii	4
Philippines	1
Total	280

A prominent authority on Business says that Distribution is the fourth most useful thing in commerce.

The wide market must be sought by the successful advertiser. He must choose the medium which has the best and widest distribution.

In the field of civil engineering and contracting there's no better medium for reaching the ever widening markets of the world than

ENGINEERING NEWS

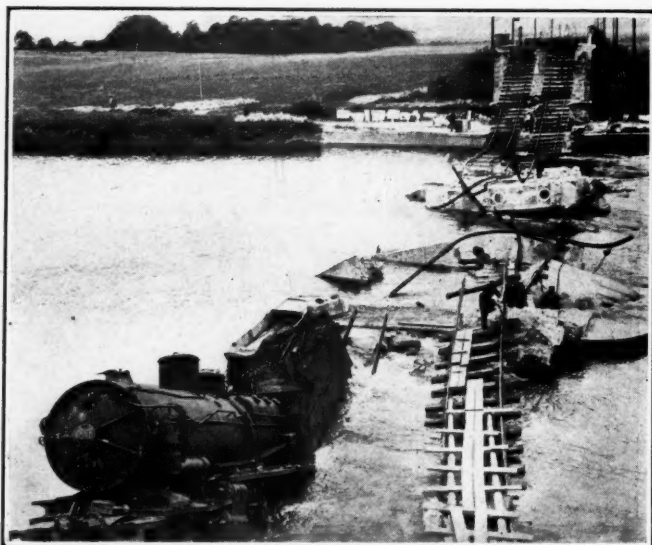
Here's proof. Mr. Hunley Abbott, of the MacArthur Concrete Pile and Foundation Company, of New York, wanted a wide distribution for "Concrete Pile Standards." Through his publishers he advertised this booklet at 50 cents per copy in Engineering News (front cover space) one time; 280 sales was the result. Buyers were found in 40 States and 9 foreign countries (including U. S. possessions) from the one ad.

You can reach the most States—the most countries—the most buyers, by merely using the medium Mr. Abbott used for this advertisement.

Write us for A. B. C. Circulation statement and learn more about the wonderful circulation of Engineering News.

HILL PUBLISHING COMPANY
10th Ave. at 36th St. New York

Also publishers of *Engineering and Mining Journal*, *American Machinist*, *Power*, and *Coal Age*. All members of the A. B. C.



Underwood & Underwood

There are just two ways of telling a story like that of the wiping out of a train filled with French troops, when the German "black maria" shell hit this bridge over the river Ourcq:

— by words

— by pictures

Leslie's does both. Leslie's gives the terse yet graphic word picture, and the actual photograph of the wreck itself.

Pictures—that universal language—make Leslie's unique among all periodicals. Leslie's is third among the weeklies in circulation, but it is *the one great national illustrated weekly newspaper of today.*

We believe the second distinction is the more important of the two—especially when you consider the high average purchasing power of Leslie's subscribers, and the 97% home circulation.

350,000 (at least 95% net paid) guaranteed, with Audit Bureau proof. Actual editions are now 415,000

Leslie's

Illustrated Weekly Newspaper

Boston

New York

Chicago

LUTHER D. FERNALD, ADVERTISING MANAGER

before, the month, year and decade before. He knew what rate of increase to allow for new stores. Variations in good and bad times were the only dubious things that had to be considered.

SYSTEM OF BUYING NOVELTIES

There seemed to be an incalculable factor in the novelty, the article the company had not bought before, with which it had no experience. Perhaps you think that here at last was the nut that would not crack. As a matter of fact, the buying of novelties proved no more difficult to systematize than the buying of staples.

Novelty propositions, looking from the inside outside, were of two kinds—those that had to be snapped up quickly and those that could wait for the system to work. The buyers were on tiptoes to snap if they had to snap, and if it were worth while to snap. Otherwise they passed it up.

But with every other kind of novelty proposition, the rule and practice was to put it up to the store managers. Their verdict was not necessarily final, but it was formed on the firing line and it counted.

When the proposition was presented, the buyer asked for samples and those samples went out to every one of the store managers. As this was a matter of almost daily occurrence, a blank form was provided for the answers, and on this the managers told what they thought of the sample and its sales possibilities in their stores; how many of them they could sell in a given time, whether it would subtract sales from something else in stock, whether it would be good for window display, whether it was too late for the season and many other questions along this line.

The sales managers filled out the blanks at once and sent them back. The returns were compiled and compared at headquarters, the tenor of the answers noted and reported to the buyer.

BUYERS GRADUATES OF SYSTEM

That was the buying system. The buyers who stand at the head

of it are all men who have been drilled in it from the stockroom up. They have watched the stock, the sales force and the crowd, as floor-walkers. They have made out reports, handled help, kept in touch with headquarters as managers. As inspectors they have studied many stores and dealt with all types of store managers. And when they got into the buyer's office and had a half dozen or dozen lines to buy they knew every item, every value, every house that sold them; they knew the company's policy and its buying power, and they had the elaborate system to test and back up their judgment as well as keep them in touch with the market of the day.

That is the Woolworth buying system, and it differs very little from that of other big five- and ten-cent store chains. It is almost humanly impossible to make any buying mistakes with such a system as that. One would have to be peculiarly gifted to break through the cordon of safety devices and involve the house in any disastrous venture. There is no room for anything of the sort.

There is, to be sure, an element of chance. Conditions do change and the voice of even 700 or 800 store managers is not the voice of Providence. But minor discrepancies can be adjusted. "Stick-ers" in one store or locality can be shifted to another where they have gone better. There is always a way, and the system takes note of it.

The manufacturer who comes to the syndicate has this certitude, that everything he could possibly do to test out his proposition will be better done for him.

SUGGESTIONS FOR ALL

And the manufacturer who does not sell the five- and ten-cent store trade can draw some excellent suggestions from the system. It is an advantage to know what is the very last notch in buying efficiency. It might be possible to pass the knowledge of it along.

There is one more important buying point to mention, which illustrates the trend of the times

and shows what people buy. Most manufacturers who do not sell the five- and ten-cent syndicates doubtless are not aware of the point.

The Woolworth company expects to buy the articles of a certain line it retails for 10 cents at \$8.50 a gross. A manufacturer calls on the buyer, shows his sample, and says:

"I can make up these for you on a large order at \$8.25 a gross."

If he has not had any experience with the stores, he expects to have a long argument on why he can't sell them for \$8 flat or at least \$8.15. The buyer surprises him by telling him:

"We don't want them any cheaper. We want them better. Here are some other samples of goods like yours. Can you put *better value* into yours at \$8.50 so that it *will show*? If you can, we will do business with you."

The syndicate, you see, is looking not for long profits, but for the rapid turnovers which not only represent healthy trade for the minute, but are the surest gauge of the same kind of prosperity in the future. Taking a long profit would mean standing still, whereas putting more and more *visible value* into the fixed prices is continual publicity and attraction for the store.

It is the fixed prices which made this buying policy inevitable for the more or less staple goods with which people are familiar, and any improvement in the appearance of which they are quick to note.

With novelties the case is, of course, different. Quality is then a secondary consideration, and there is no reason for the chain's neglecting to buy as cheaply as possible. And the same is true with trade-marked goods, whose value is already known and fixed.

So there is the system. Before it was perfected everybody said it was impossible, it could not be done. Now that it has been done, they say it is oversystematized and cannot last. But the earnings of all of the big ones go on increasing, with the possible temporary exception of one or two which are said to be sharing the misfortunes

of certain districts where, for local causes purely, business generally is in a stagnant condition. All the other syndicates are flourishing in spite of the war, and Woolworth's, of those reporting, shows the largest earnings per \$1 invested.

The cash basis on which the syndicates operate puts them in the advantageous position, especially during dull times, of eliminating bad debts and being able to discount all their bills. Woolworth sales, for example, totalled \$69,619,669 last year and accounts and bills receivable amounted to but \$146,818, or two-tenths of 1 per cent of the sales. Accounts payable amounted to but \$179,486, as against inventories of \$10,491,040.

Thus, on the whole, it would seem pretty safe to trust the syndicates' buying experience as being sound.

Trade Press Dined in Hill Building

Approximately 200 persons attended the dinner of the New York Trade Press Association, which was held in the Hill Building, New York City, on March 26.

Preceding the dinner the members of the association and guests were shown through the new building of the Hill publications. W. H. Ukers, president of the association, presided during the speaking. He introduced John A. Hill, who spoke briefly of the factors which were important in the planning and building of the new home.

"A long time ago I made a mental note of things I hated about printing plants," said Mr. Hill. "When I came to the point of erecting a new building, I simply left those things out. We built this building for the comfort of those who work in it. I didn't have much to do with the building. I got more advice than any other man in the world, and I take most of it."

In his introduction Mr. Ukers mentioned that the Hill company was composed of 80 employees and four former employees.

Other speakers and their subjects were "How to Keep Subscription Records," by H. K. Fisher, field manager of the circulation department of the Hill Publishing Company; "How to Keep Lists of Advertisers and Salesmen's Records," by E. E. Finley, assistant business manager of the *Iron Age*; "How to Keep the Data Advertisers Want to Know About Your Field and Your Paper," by R. H. McCready, president of the McCready Publishing Company. Arthur Newcomb, co-worker of Dr. Katherine M. Blackford, discussed the importance of analyzing men and scientifically selecting them for their work.

If we could have foreseen the demand for the March 27th issue of Collier's our new high mark in circulation would have been much more than 861,000. This complete edition is exhausted. Excerpts from telegrams and letters like the following from our newsdealers are the cause:

Chicago, Ill.
"This week's order exhausted, duplicate order next week."
 CHAS. LEVY CIRCULATING CO.

Butte, Mont.
"Issue of twenty-seventh sold out."
 KEEFE BROTHERS.
 San Francisco, Calif.

"Increase order two thousand on twenty-seventh."

COHEN,
 'Frisco.

Collier's ^{5¢ a copy}
 THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr, Adv. Mgr.

COLLIER'S CIRCULATION
ISSUE of MARCH 13TH

Press Run.....	848,000
Gross	848,529
Net	830,725
Net Paid	820,508

Member A. B. C. and Quoin Club

"OPEN MARKET"

Mrs. JOSEPHINE DASKAM BACON's amazing romance begins in Collier's April 10th.

A \$500. Idea for a Nickel

YESTERDAY, March 31st, the *Detroit Free Press* printed something brand-new for automobile advertisers to read.

But it is bound to be just as new and novel and interesting to other advertisers, and it will look just as good to pretty nearly all agency people.

So, this announcement is printed in order that most everybody most everywhere may share in the excitement of discovering something usefully new.

Give the office boy a nickel and tell him to find a copy of the *Free Press* of March 31st or write for it, if you prefer. The idea itself and its presentation are easily worth \$500.

As we say, nothing like it has been done before, so far as we can find out from N. W. Ayer & Son (a neighborly advertising organization here in Philadelphia) and from the *Free Press* people themselves.

Perhaps the most unusual, perhaps the most genuinely interesting part of the whole thing is that the advertisement we speak of isn't just a clever, flash-in-the-pan "stunt"—it is solid, substantial, logical, factual, "punchful" advertising that will be read by the Hupmobile folks as well as by the Studebaker, Overland, Reo, Buick, Paige and Saxon people and their advertising advisers.

Moreover, we kind of have an idea they will all be concerned to see what is going to happen next.

About all we have to say now is that the advertisement in yesterday's *Free Press* is just a beginning—consequently, if you want to be in at the start of the very brand-newest thing in advertising, make sure you get a copy of the March 31st *Free Press*.

And then read it, read every word.

See how their presentment of their case balances with our presentment of our case.

See how one display matches the other.

See how the trade-marks balance.

And see how the anti-substitution argument is presented in bold, black type at the bottom of the copy.

No, we won't spoil your enjoyment by telling you any more. Just look for the big advertisement entitled "Proving Our Case with Your Arguments."

If, after reading this bit of "parallel salesmanship," you want more facts, write to *The Farm Journal*, Washington Square, Philadelphia—the first paper that guaranteed advertising to its subscribers—the first paper that insured quality of circulation by a money-back subscription plan—the first paper always to be "unlike any other paper."

"Alphano Humus" Forsakes Big Buyers to Insure Demand and Growth

How the Selling Plan Has Been Worked Out

By Raymond Welch

FIVE years ago John N. Hoff, of New York, who is the Alphano Humus Company, decided that he would cease being a supply agent of fertilizer manufacturers; that he would set Alphano humus on the market as a fertilizer, and not as a constituent of a fertilizer merely; that he would advertise this product and create a demand directly for it, to the end that no matter what occurred to any of the fertilizer companies which had been his customers there would be a fixed market for the advertised commodity.

Ten years ago, Mr. Hoff with some associates, obtained control of a large deposit of humus at Alphano, N. J. At first the logical market for the humus appeared to be among fertilizer manufacturers, and for approximately five years the activity of the company was limited to that field. Later Mr. Hoff obtained full sway in the company and decided to do things.

"I began to ask myself why I should be at the mercy of a few manufacturers," remarked Mr. Hoff. "If they wanted to shut down on their orders I would have had difficulty in disposing of the humus. So I decided that the big thing for me to do was to put Alphano humus on the market as a fertilizer. I knew that it had all the qualities of a first-class fertilizer, but the general public did not.

"After all what was humus? The average man would have to stop a minute to think if you told him he ought to use humus on his land. To the soil expert humus is decayed organic matter. It is that something needed for plant growth in any soil.

DIFFICULT TO CONVINCE PROSPECTS

"So right in the start we had to begin a campaign of education.

At first we used salesmen to reach prospects. We decided to seek the business of men who owned large country estates, and of city park systems, golf links and that sort of thing. It was not until two years ago that we began advertising in the real sense.

"Having laid out our market,



The Club House—Somerville Country Club.

J. S. Frolinghuyzen, President of the Somerville Country Club, Makes the Following Statement Concerning the Use of Alphano Humus on the Greens

YOU have asked me to tell you of our experience at Somerville in using the humus which was purchased from you during the summer.

We used one cartload of humus on eighteen greens, which average one hundred feet square each. The humus was screened and spread on the greens by hand, filling the holes and crevices and making the top dressing about half an inch. After the first shower, we noted an immediate improvement in the character of the grass and also in the springiness of the turf. It stimulated the growth of the grass, which immediately freshened under this application, and in color, texture and rooting, it was greatly improved. During the drought of last summer, we were confronted with the grave necessity of doing

something to prevent our greens from baking and cracking, and we feel that the use of the humus in this manner saved the greens, and preserved the grass from scorching during the entire summer. Our greens were never better, and we take great pleasure in endorsing the humus which you sell, as being one of the best top dressings for keeping greens in condition and retaining moisture. This has been our experience during one of the hardest seasons in golf courses, we believe, that has ever been experienced in our section of the country and we are glad to know that there is a material of the character, such as you sell, which will afford us protection against such weather conditions.

Yours very truly,

SOMERVILLE COUNTRY CLUB
(signed) J. S. Frolinghuyzen, Pres.

Send for the Humus Book. It tells you about humus in general and Alphano Humus in particular. Donald Ross says it's "the ideal soil builder for greens."

Alphano Humus Co.
17-T Battery Place New York

COUNTRY CLUB USED AS A STRONG TESTIMONIAL

we went out to sell. There were many hard propositions to meet in the first days of the venture. I remember going to one of the men at the head of the New York City park system and asking him to use humus to fertilize the lawns of the parks.

"I told him of the fertilizing value of Alphano humus. I explained that the deposit had been surrounded by limestone and that the washing rains of centuries had carried large quantities of lime into the vegetable matter and enriched it chemically. In fact I mentioned all of the big selling points.

"I don't know anything about Alphano humus," he answered.

"Another time I sold a large order to the war department to be used on Governor's Island. I learned later that the Alphano humus was spread—very thinly spread—over a topping of cellar dirt. This cellar dirt is not fertile. Soon after it had been spread a wind came up and blew most of the humus into the channel. Several months afterward I went over to the Island to see what results

were, and I found men cutting a luxuriant crop of grass. Such instances as that have been important in building up our business.

LINING UP THE SELLING ARGUMENTS

"When we began advertising in a big way we had a number of vital selling arguments. To the men we wanted to reach—the men in the classes we had marked out as our market—a big point in favor of Alphano humus was that it was odorless and sanitary. It was much cleaner to handle than ordinary stable manure.

"We told these men, many

of whom were owners of blooded horses and cattle, that Alphano humus would not carry disease germs among their stock. In many cases foot-and-mouth disease has been spread by stable manure from outside. It is even possible that hay which is grown on land fertilized by infected stable manure will cause the disease among the stock which eats it.

"This argument hit the prospect right in the pocketbook and



The picture you see inside of your garden, right in the middle of the flower garden, is the picture of the U.S. Capitol building, the seat of the Government of the United States. It is the picture of the U.S. Capitol building, the seat of the Government of the United States. It is the picture of the U.S. Capitol building, the seat of the Government of the United States.

If Humus is "Good For Everything That Grows"

ALPHANO HUMUS

Is Good For Every Growing Thing

For Quick, Lasting Results, Use It On Your Lawn. Dig It Around Your Shrubs. Garden With It From Start to Finish.

The Humus of the Soil

THE HUMUS of the soil is the most important factor in the growth of plants. It is the result of the decay of organic matter, and it is the most valuable of all the elements of the soil. It is the result of the decay of organic matter, and it is the most valuable of all the elements of the soil. It is the result of the decay of organic matter, and it is the most valuable of all the elements of the soil.

For Your Lawn

If you would have, with the least care and expense, a lawn that can't be beaten even by the most famous green, you should use Alphano Humus. Being added, you can cut it to any length at any time, being

For Your Garden

You can do any of four things—all at once: 1. Spread it on the soil and mix it in. 2. Put it on top and rake it in. 3. Use it as the dress soil, the end. 4. Use it to protect the plants.

It is the most perfect of all, because it is so easy to use, and it is so effective. It is the most perfect of all, because it is so easy to use, and it is so effective. It is the most perfect of all, because it is so easy to use, and it is so effective.

For Your Lawn

If you would have, with the least care and expense, a lawn that can't be beaten even by the most famous green, you should use Alphano Humus. Being added, you can cut it to any length at any time, being

For Your Garden

You can do any of four things—all at once: 1. Spread it on the soil and mix it in. 2. Put it on top and rake it in. 3. Use it as the dress soil, the end. 4. Use it to protect the plants.



Good For Shrubs

Alphano Humus Co.

17-H Battery Place, New York City

COPY OF THIS KIND HAS DRAWN A HIGH QUALITY OF INQUIRIES

"How do I know that it will do what you say?"

"Write to the biggest soil expert in the world," I told him. "I don't care whom you select, and if I don't know him personally, all the better." He wrote to Hilgard in California and received so enthusiastic a reply that he gave me an order for Alphano humus soon afterward. That was the beginning of our business with New York City parks.

brought results. Then, too, Alphano humus carries a higher percentage of nitrogen, and whenever it is given a trial produces results. To make sure that it would do the work we wanted, we planted 250 acres of truck crops right in the deposit at Alphano, and the test was highly satisfactory."

Salesmen cover the territory within 200 miles of New York. They work on park systems, golf courses, country estates, and the like. They go after the carload and bargeload business. At present 13 of the 16 big golf courses in the vicinity of Philadelphia use Alphano humus, Mr. Hoff said.

In the advertising the offer, "5 Bags for \$5," appears. The prices in larger quantities are eight dollars a ton in bulk carload lots, and \$12 a ton in bags. The prices are f. o. b. Alphano, N. J.

"Is your advertising bringing concrete results?" Mr. Hoff was asked.

"At the present time, young as the campaign is, we get enough

direct business from our advertising to pay all the costs of it. That in the face of the fact that we regard our advertising as purely educational. We've got to continue to preach Alphano humus.

"Then the indirect results of our advertising are valuable. It is possible to trace business indirectly to the good will created by our advertising."

"Are there any competitors cashing in on your campaign?" he was queried.

"Without doubt there are some who are profiting by our advertising. That isn't a bad objection, however. But some of these concerns have started in the humus business without sufficient capital. Others have obtained inferior deposits. The result is that the whole industry is hurt every time a sale of inferior humus is made.

"At this time when humus is an unknown quantity as we prepare it, a first order means a great deal. If the humus does the work, more

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

business results; if it doesn't, humus is condemned from that day. It doesn't make any difference that Alphano humus wasn't used, the average person would say, 'Well, it was humus'.

"There's a problem we have to meet now in our advertising. Humus is defined as decayed organic matter. Sawdust is organic matter, but has no fertilizing properties. We receive many samples of humus from different parts of the country and find most of them are lacking in fertilizing agents, especially nitrogen.

"Government tests, as well as our own, have proved that Alphano humus is a powerful fertilizer as it is treated by our process. We have found that the crude humus, untreated, is rich in fertilizing agents. We're sure our product is right; now we've got to let the public know it's right. That means advertising.

"We must link Alphano so closely with humus, that people will think of Alphano humus, not just humus. We are trying to make Alphano humus a generic term among users of fertilizers."

Mr. Hoff said that he had spent thousands to find out the best processes for treating the humus as it is removed from the deposit. Much of the moisture is removed. Nitrogen, phosphoric acid, potash, and lime are contained in prepared Alphano humus in goodly proportions. It is claimed that one ton of prepared Alphano humus is equal in fertilizing value to several tons of stable manure.

According to Mr. Hoff, there are thousands of tons of humus in the deposit at Alphano. This matter has been decaying for hundreds of years and the company believes that vegetable matter particularly rich in nitrogen must have formed the bulk of the original mass. The humus is packed in a stratum approximately four feet deep.

RESEARCH BUREAU PROVES PROFITABLE

To enable owners of country estates or other possible customers of the Alphano Humus Company to get reliable information on soil

fertility a staff of soil experts is maintained. These men give personal advice without charge and the company has found this service idea valuable in creating new markets for Alphano humus.

Graphic advertising copy has been run. Suburban and florist magazines reaching the best classes of buyers have been used. Space has also been taken in magazines which reach golfers.

Much of the advertising has been of the object-lesson sort. It shows by photograph some of the results which Alphano humus has produced. "Alphano Humus Made This Sod in Eight Weeks," declared one caption. Above the headline were two close-up photographs of sod, one showing the vigor of the grass blades, the other the fibrous roots.

Testimonial copy has brought results. When the president of a country club wrote to the company and said he believed the use of Alphano humus had saved the greens from baking and cracking during a dry, hot spell, material for a testimonial advertisement of the most convincing nature was obtained and used.

Now full-page copy is being focused on lawns. Photographs showing lawns before and after Alphano humus has been used put the question right up to the property owner who has had trouble with his grass. This copy is thought to be the strongest used by the company.

It may be that the next objective of the Alphano Humus Company will be the great market among farmers. But Rome was not built in a day, and Mr. Hoff believes in establishing demand soundly at each step before taking the next one.

Changes in Los Angeles Agency

The Adams & Renfrew Advertising Agency, of Los Angeles, Cal., has been dissolved. John Renfrew is taking over the business of the firm, and Mr. Will Adams will enter the advertising field by himself in the same city. Mr. Renfrew will continue to handle the account of the Laughlin Fruit Refining Company, which is planning to launch "Citrus Cream," its new skinfood preparation, on a national scale.

Amended Cover Rates

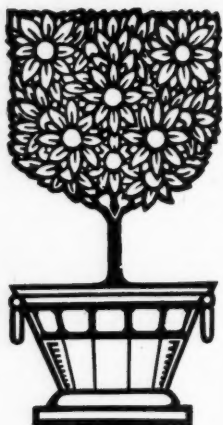
TODAY'S MAGAZINE announces the following new schedule of rates for covers in three colors, effective February, 1916, issue.

Fourth covers,	-	\$3300
Second and	}	- \$2600
Third covers,		

800,000 copies per month guaranteed, 95 % net paid—applies to each and every issue individually—not the usual “average” for a year.

TODAY'S MAGAZINE
For Women

461 Fourth Avenue New York City



The Ethridge Association

People are judged by appearances. Products are judged by their looks.

It is the last inch that makes a man taller than his fellows.

In a recent issue of *Printers' Ink* a prominent Advertiser said this: "It is a question

*if we have begun to realize what may be done with space under the best conditions. * * * **

One thing is certain, the advertising world is calling for better art all the time just as it is calling for better ideas." (See page 73, *Printers' Ink*, March 11.)

Here's a great big grain of truth. Big advertisers are coming to see that attention-compelling value in display space is becoming more and more a battle of *Art*.

The very best in advertising illustration is none too good for the man who wants to top the crowd and get the last ounce of value out of his space.

The more favorable impression your advertising gives, the more will be thought of your goods.

Space is expensive. Art is comparatively cheap. With distinctive Art work you can double or treble the result value of your space.

Here are noted artists of national prominence and

28 National known
Now Your S

LIST OF ARTISTS

Hansen Booth	Hermann Hey
Arthur William B	an N. How
Harry Grant Darr	ry Hutt
C. E. Emerson, Jr.	I. Keller
A. T. Farrell	B. King
Thomas Fogarty	X. Leyend
Edmund Frederick	N. Marcha
C. Allan Gilbert	ay Morgan
Howard Giles	V. Nadher
W. D. Goldbeck	erry Town
Robert A. Graef	olf Treidl
Will Grefe	arence Un
Jay Hambidge	William Van
T. K. Hanna	D. Willia

THE ETHRIDGE ASSOCIATION

23-25 EAST 26TH STREET, NEW YORK 220 S

Association of Artists

Known Artists
Your Service

ARTISTS

ermann Heyer
N. Howitt
ary Hutt
J. I. Keller
B. King
X. Leyendecker
N. Marchand
y Morgan
V. Nadherny
arry Townsend
olf Treidler
arence Underwood
William Van Dresser
D. Williams

renown ready to enhance the value of your space at moderate cost.

You know them all by reputation.

These high-class Artists cannot fail to give distinction, originality, impressiveness, to any advertising work they undertake.



Business is a contest of brains. Advertising is a contest of ideas. Originality and perspicacity win battles in both.

The Ethridge Association of Artists is at the disposal of National Advertisers who appreciate the truth and importance of the

last paragraph.

Experience has shown that a personal interview, while not strictly necessary, is more satisfactory than correspondence.

Exhibits of work can be shown to greater advantage, various styles of treatment explained and a better understanding of prices arrived at by both sides.

A request for an interview does not put you under the slightest obligation—on the contrary we feel that you have extended a distinct favor.

Inquiries regarding plans, rates, etc., promptly answered.

ASSOCIATION OF ARTISTS

220 SOUTH STATE STREET, CHICAGO



April 1, 1915

The Van Cleve Co.
1790 Broadway
New York City

Gentlemen:

The United States Rubber Co. chose Broadway & 58th St. for its home not only because it was in the automobile section of New York, but more particularly because it was one of the most prominent and desirable sites on "Automobile Row" - a location quite in keeping with the character of this company and the quality of its products.

By this same token, we believe that the U. S. Tire advertising should be in COUNTRY LIFE IN AMERICA, for Country Life is just as important as a medium for automobile tire advertising as the corner of Broadway & 58th St. is important as a location for the home of the U. S. Rubber Co.

The exceptional purchasing power of Country Life's readers and the great influence of the magazine upon this purchasing power are, briefly, the reasons why --

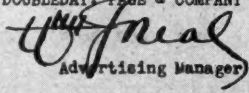
1. Country Life has been, during the last twelve years, the home of practically all tire advertising; - why
2. Country Life has carried, during this period, more automobile and accessory advertising than any other monthly magazines; and why
3. There are only five other publications in the entire field of monthlies and weeklies carrying as many tire accounts as Country Life.

We believe you would find Country Life in America a very valuable factor in the U. S. Tire campaign.

Yours very truly

WJN:GAB

DOUBLEDAY, PAGE & COMPANY


Advertising Manager

Postal Administration Criticised by Congressional Committee

Methods of Department With Reference to Compensation to Railroads for Carrying Second-Class Mail Come in for Sharp Judgment—Committee Legislated Out of Existence.

Special Washington Correspondence

VARIOUS features of the United States postal administration, including the famous "blue tag" order which so affects advertisers and publishers, are severely criticised in the report lately submitted by the joint committee of Congress appointed to investigate the subjects of postage on second-class mail matter and compensation for the transportation of mail. This special commission, like the special committee on the parcel post, the report of which was lately made public, was legislated out of existence at the late session of Congress. The termination of activities in each instance came ere opportunity was given to carry out the programme originally formulated by the committee.

This unexpected turn of affairs will explain why the committee on second-class mail matter and railway mail pay never made and will not make any report on the former subject. By reason of the extreme technicality of the subject of railway mail pay, the members of the special committee were united in the opinion that this question should be disposed of before taking up the subject of postage on second-class mail matter. The railway mail pay investigation required a longer time than had been anticipated and consequently the commission came to the end of its career without so much as entering upon what had been proclaimed would be a most exhaustive investigation of the mooted question.

Jonathan Bourne, Jr., was chairman of the joint committee that has lately reported, and associated with him were Harry A. Richard-

son, John H. Bankhead, James T. Lloyd, William E. Tuttle, Jr., and John W. Weeks. The committee has remaining on hand a balance of about \$17,000 out of the appropriation of \$25,000 which would, of course, prove ample for the promised investigation of second-class mail. The committee has, in a special communication to Congress, suggested that this second-class mail proposition can readily be handled if the life of the joint committee be extended so as to allow the interval until April 1, 1916, for the submission of a final report. There has been no disposition to grant this extension, however,—possibly because of political considerations which enter in, the committee have been appointed under a Republican administration.

DISCRETIONARY POWER OF DEPARTMENT CRITICISED

The shipment of periodicals by freight is discussed in that section of the committee report which deals with the discretionary power of the postal officials, the majority of the joint committee being in favor of leaving "as little as possible to the discretion of the officers of the Post Office Department." After condemning the Hitchcock plan for fixing rates of compensation for mail transportation the report goes on to say:

"Congress had another very apt illustration of the manner in which discretionary power is likely to be exercised, in the famous 'blue tag' order of the Post Office Department. Under that order, the department caused some periodicals to be removed from the mail train service and transported by freight, although rival magazines, apparently the same in character and equally interested in prompt transportation and delivery, were continued in the shipments by mail. After considerable protest, the department acknowledged its error in some of these particulars, and indicated its willingness, when the change could be effected, to return such publications to the mail, but found difficulty in doing so, owing to the fact that a weighing had been made while the mag-

azines were removed from the mail, and a return of such publications to the mail after the weighing would be a manifest injustice to the railroads.

"The facts in the case, however, show that in the exercise of discretion which had not been expressly delegated to it by Congress, the department was willing to discriminate between publications which were all paying exactly the same rate of postage and gave some of them the benefit of mail transportation while others were compelled to accept such service as could be had by freight. The idea that when the same rate of postage is paid different grades of service shall be accorded is something new in public service policies. The fact that such policies could be deliberately adopted is, in our opinion, conclusive proof of the undesirability of expressly delegating unnecessary discretion to the department."

Turning to another phase of the subject, of some interest to many advertisers, the report says: "As another illustration of the tendency toward assumption of power by an executive department we may cite the instance of the order of the Post Office Department discontinuing the use of parcel-post stamps, notwithstanding the plain requirement of a statute. The enforcement of this requirement would give the department reliable information regarding the revenue derived from parcel post business. The adoption of approved methods of accounting would enable the department to ascertain approximately the relative cost of handling parcel-post matter. This information as to both revenue and cost would be of great value to Congress in determining what changes in parcel-post rates are justified. Notwithstanding this fact the Post-Office Department discontinued the use of such stamps, thereby removing any possibility of a future ascertainment of fourth-class mail revenue upon which any reliance could be placed."

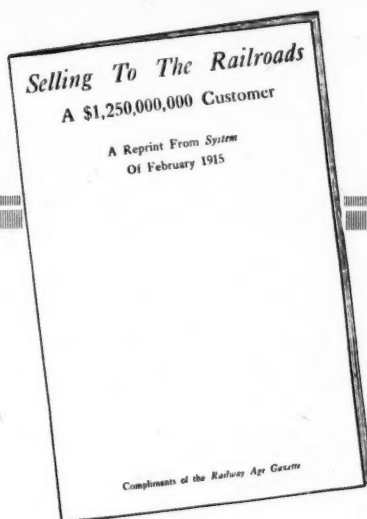
Declaring that "the present administration is no less ardent an advocate of delegation of dis-

cretionary power to the administrative departments than was the previous administration," the committee denounces the bill which the Postmaster-General has recommended for enactment giving the head of the Post Office Department authority to fix transportation rates for all mail matter other than first class. "This provision," explains the report, "would apply to matter of the second, third and fourth classes, namely newspapers, magazines and other periodicals, printed matter, parcel-post matter, etc. All these classes of mail, constituting approximately ninety per cent of the total weight of all mail matter the railroads would be required to carry at rates which the Postmaster-General could fix as low as he pleased, but not exceeding the average express rates. The greed for power manifested by this recommendation is surpassed only by the concentrated egotism which prompted the belief that the department could rightly exercise such power if granted.

"Unless confronted by the record of its recommendations we would be loath to believe that any administrative department could presume to ask such a delegation of power from an intelligent, self-respecting legislative body imbued with a fair appreciation of its own functions. In view of evidence showing the inability of the department to procure reliable statistics regarding its own operations, it is difficult to conceive how the department could imagine itself competent to make an apportionment of expenses between freight and passenger train service, and among passengers, express and mail. Verily, this is bureaucracy gone mad."

Sampling Backed by Newspaper Advertising

S. Kann Sons & Company, Washington, D. C., have started an advertising campaign on "Puriteekake," which is a cake baked in six different flavors wrapped in waxed paper, packed in sealed cartons and sold for ten cents. The opening advertisements announced a sampling demonstration, during which samples were given away free.



Brooms and Dustpans

Yes! Railroads buy insignificant things like brooms and dustpans, and they buy mops and muslin, too; sandpaper and soap as well as locomotives, rails, ties, coaches, and brakes.

The average manufacturer doesn't realize the breadth of the railway market. The American railways have been rightly called

"The Billion Dollar Customer"

That's why we want you to send for the above booklet; that's why we want you to read this article, just to give every manufacturer an opportunity to look behind the scenes of railway organization and to show him how to reach these captains of industry, these men who buy everything from dustpans to coaches "De Luxe." Write for this booklet. We want you and your sales-organization to read it. How many copies do you need?

Simmons-Boardman Publishing Co.
NEW YORK CHICAGO CLEVELAND

Audit Bureau of Circulations!
Certainly—We Belong.

The Coming Boom in Canada

BUSINESS will hum in Canada when the war ends. Even now many factories are working night and day. War orders of \$100,000,000 keep their wheels turning as never before.

In the savings banks of Canada the deposits increased over \$38,000,000 in 1914. On an average there is a credit of \$100 for every man, woman and child in the Dominion. This represents thrift and buying power.

There is much business in Canada for those American manufacturers who go after it—easily procured business, with goods that require no alterations for the Canadian trade.

Get into Canada now—before the big boom begins.

In planning an advertising campaign for Canada, the following are strong dailies in their respective fields—the territories which yield advertisers the best results. For rates, circulations and all other desired particulars, communicate with the publishers direct, or with their U. S. A. representatives.

	NEW YORK	CHICAGO
WINNIPEG FREE PRESS	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallers Building
WINNIPEG TELEGRAM	VERREE & CONKLIN, 225 5th Avenue	WALLIS & SON, 1st Nat. Bk. Building
LONDON FREE PRESS	D. J. RANDALL, 171 Madison Avenue	ELMER WILSON, Tribune Building
TORONTO GLOBE	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
TORONTO TELEGRAM	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
OTTAWA FREE PRESS	CHAS. H. EDDY CO., 5th Avenue Building	CHAS. H. EDDY CO., Peoples Gas Building
OTTAWA JOURNAL	La COSTE & MAXWELL, 45 W. 34th Street	La COSTE & MAXWELL, Marquette Building
MONTREAL GAZETTE	JOHN SULLIVAN, 5th Avenue Building	H. De CLERQUE, Mallers Building
MONTREAL LA PRESSE	THE W. J. MORTON CO., 5th Avenue Building	THE W. J. MORTON CO., Tribune Building
HALIFAX HERALD & MAIL	DIRECT	DIRECT
VANCOUVER PROVINCE	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallers Building
EDMONTON BULLETIN	JOHN SULLIVAN, 5th Avenue Building	A. R. KEATOR, 601 Hartford Building
REGINA LEADER	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mallers Building

IN CANADA USE THE DAILIES

How Used Cars Are Sold in New York

Prevailing Prices Indicated in Official Dealers' List Just Published

SELLING used cars has taken a new impetus in New York City since Henry Caldwell organized the prominent dealers in a movement to publish a joint periodical list of their offerings, with definite prices, says *Automobile Topics*. The results obtained, as explained by Caldwell, president of the company that publishes the list, are detailed as follows:

"While the automobile agents and dealers in many large cities have been staggering under what they term 'the used car problem,' the agents of New York City have attempted to solve this seemingly unsurmountable difficulty under a very simple and practical method.

"Two years ago every one of the large agents in New York City looked at the used car as a thing to be quickly got outside of his doors. He sold it at a loss either to a private purchaser or a second-hand dealer. Anything to get it away from him satisfied him. At that time I approached the agents with a proposition, listing their exchanged cars in a consolidated catalogue and thus attempting to sell them to the private purchaser at a fair margin of profit.

"The idea was received with more or less ridicule, but I find that, after a lapse of two years, every automobile agent has come to recognize that he is in the used or exchanged car business for keeps, and that he must stop his ridiculously high allowances and leave himself a margin of profit on every car that he sells, whether to a second-hand dealer or an individual purchaser.

"On the 15th of February, the leading agents of the city agreed to list their cars in a consolidated catalogue, giving, as far as they could, prices and general descriptions of cars. This list was advertised in the daily newspapers as a composite list of all the leading agents, exclusive of second-

hand dealers. The result was that in less than thirty days more than 2,000 people had applied for this list.

"Every one of these people was in the market for a used car and they appreciated the fact that they could get, under one cover, in a classified manner, practically all the used cars that were for sale by the recognized agents. The list was mailed to them free of charge, and after looking over it, they got in touch with the agents offering the cars that interested them.

"During thirty days from February 15 to March 15, more than 350 cars that were listed in this consolidated catalogue had been sold by the agents. Each one had a fair margin of profit and had a minimum expense for listing and advertising. Not only had these agents disposed of used cars, but frequently sold new cars to persons who had been primarily interested only in used cars.

"The names of the applicants for the consolidated list were divided equally among the agents, who followed them up as prospects. It was not thought advisable to permit all of the agents to use all of the names of the applicants, and it has proven that a proper subdivision of these names worked out in a very satisfactory manner. For example, twenty-five names were given to each dealer at a time, and no other dealer had the use of these same prospects. This avoided competition and at the same time saved the prospect very unnecessary solicitation on the part of numerous agents.

"Since the issue of the first number of the New York Automobile Agents Used Car List, it has developed that the idea has merely broken ice in the solution of this problem that every agent faced. Meetings have been held and lengthy discussions have taken

place as to the best way of continuing and improving the project.

"The next step forward seems to be in the transfer of cars, not actually, but on paper, from one agent to another. It is believed that if the agent of a given car could exchange with the agent of another given car all of the used models on their respective floors that the purchaser will feel better satisfied and the different agents will be able to make a better profit. If an agent handles a certain car as new, it is perfectly logical that he can repair this car in an old model much cheaper than an agent who is interested in some other car, and at the same time dispose of this old model at a better profit than could be obtained by any other agent. This transfer has not yet been put into effect, but it seems to be the next step in the handling of used cars in the metropolitan market.

"Another very important thing was accomplished in the establishment of this list of exchange cars through the elimination of second-hand dealers and so-called automobile 'gyps.'

"The New York used car market during the past five years has grown so enormously that it has gotten beyond the control of any one or any band of legitimate dealers. The newspapers, without thought for the future, have allowed themselves to become involved in large quantities of 'gyp' advertising. These 'gypts' have resorted to every possible means of tricking the buyer. They were absolutely uncontrollable either from the standpoint of the newspaper or the legitimate dealer, but it appears that all that is needed to uproot them and practically drive them out of business is publicity.

"Although it was much against their disposition to injure actual cash business that was pouring into their coffers, the newspapers of New York have quite generally fallen into the line of improvement, and several of them have already established advertising departments in which only the recognized agents for new cars are permitted to describe what they have for sale. In other words,

the 'gyp' has been driven already to the last trench, and it will be but a short time before he hoists the white flag and surrenders entirely to the legitimate agent and second-hand dealer.

"It was a rather difficult test to separate the 'gyp' from the second-hand dealer, but, by careful handling, this has been done, and the second-hand dealer of recognized position to-day stands hand in glove with the agent toward the final disposition of the 'gyp' and faker.

"The appreciation of the consolidated list of used cars on the part of the prospective purchaser was almost instantaneous, probably because the listing of a half a hundred dealers with their prices quoted gives him a very good line on the market and saves him an endless search through a maze of used car show lists. It directs him, in other words, without difficulty to the car which interests him, and the rest is entirely up to the dealer or the agent owning the car.

"In addition to this publicity and listing of cars, the project is also to lead to the improvement of many used car departments among the agents. Quite a few of them had not been giving enough thought to the disposition of these old models. The cars had been placed in the hands of rather incompetent men, in some cases, and stored in cellars or dark rooms, which could not be utilized for the sale of new cars. And they had not been properly advertised or placed before the public.

"Coming close upon the heels of the used car list there was a general improvement throughout the city in all used car departments. Where the men in charge were not alive, they were replaced by higher class sales managers, and in some instances the used car departments were transferred to more commodious and better appearing quarters. The agent himself or the branch manager, as the case might be, immediately began to give more thought and to spend more money in the sale of his used models.

"This thought and action have brought very satisfactory results, and some of the agents who actually hated to realize that they were permanently in the business of selling used cars are now impressed with the importance of putting more attention to this end of the business and of developing methods and means of selling what they had not been compelled to consider in the sale of new cars.

"The used car is a commodity that must be handled in an entirely different way and placed before an entirely different class of buyers, and therefore it requires a new line of thought before the result is accomplished."

What the Irish Trade-Mark Looks Like

INDEPENDENT NEWSPAPERS, LTD.
DUBLIN, IRELAND, Feb. 22, 1915.

Editor, PRINTERS' INK:

That article in a recent issue of PRINTERS' INK with regard to the subject of the national trade-mark was of particular interest to advertising men in this country, and it was a revelation to one like myself who has followed this Irish trade-mark movement some-



what intimately to find how well informed your contributor was with regard to this particular trade-mark, and all it stands for. In case it might be of interest, I enclose herewith a reprint showing the Irish national trade-mark. I may say that the circle forming the outstanding feature of the design is supposed to represent the Gaelic letter "E," and the wording inside the letter when translated into English means "made in Ireland."

T. A. GREHAN.

Nuckols Again With Otis Hidden Company

J. C. Nuckols, who has been on the advertising staff of the Louisville Herald for the past year, has resigned to resume his position as advertising manager of the Otis Hidden Company, of Louisville. He is also handling some other local accounts.

Making Use of a "Printers' Ink" Tip

An Iowa Publisher Adapts to His Own Business a Suggestion Contained in a PRINTERS' INK Article and Finds His Public Responsive—Series of Bank and Life Insurance Ads

THE alertness and ingenuity displayed by different concerns in turning the suggestions published in PRINTERS' INK to profit is a matter of constant interest.

Among those who have lately "cashed in" on a PRINTERS' INK tip are *The Register and Leader*, and *Evening Tribune*, of Des Moines, Ia. Two contracts have been closed as the result of reading PRINTERS' INK with an eye open to the main chance.

A year's contract was closed with the Iowa Life Underwriters' Association for an advertisement a week. The idea which sold this space was obtained from "Effective Use of Newspapers for Life Insurance Advertising," an article which was published in the February 18 issue of PRINTERS' INK.

"Following the tip of the Syracuse newspapers, as related in PRINTERS' INK some months ago, we have secured contracts for a year's advertising campaign for life insurance from the local underwriters," Harry T. Watts, advertising manager of the papers, writes. "We are also carrying once a week a co-operative ad for the banks of Des Moines advocating thrift and saving," he continued. "This was handled along similar lines to that of the insurance campaign."

The first of the series was a 15-inch ad. At the bottom were the signatures of 70 members of the underwriters' association. "Life Insurance Has to Do Only with Life," declared the headline. "It keeps a cheery figure on the hearty and educates the boys and girls. It pays the mortgage on the old farm. It starts the sons in business. It takes the father and mother on their long-talked-of

THE AYER & SON ADVERTISEMENT (Concluded)

No one seeking evidence against business, big or little, need apply at our doors. No dreamer deploring the sordidness and humdrumery and selfishness of business need look to us for sympathy. There is poetry and heroism and romance and art in the superb conduct of the business of America to-day.

True, this is a commercial age. Let us be thankful that it is. *Because it is* we dress better, eat better, travel better, sleep better, keep better and *are* better than any people since the world began

Your dull business man (so miscalled) has made it possible to send a human voice by telephone from New York to San Francisco; to crystallize the songs of great artists so that we may bring them into our homes and charm away our cares with sweet music; to glide in swift-moving machines through city streets and pleasant country roads; to bathe in hot water at the turn of a faucet; to luxuriate in the genial warmth of steam-heated rooms; to serve on our tables the world's choicest delicacies.

He has lightened the labors of our housewives with his ingenious utensils, his fireless cookers, his vacuum cleaners, and has safeguarded the common health with his myriad devices for improved sanitation.

He has—but we digress, as we are most prone to do when we start talking about the business man. Back to our knitting!

You would be surprised to know the unusual interest which has been created by the series of business stories we have been tell-

ing on the front cover of PRINTERS' INK.

A client of ours who grows roses received an order from this source.

A lady in St. Louis told her husband that she had gotten from these stories a solid education in American products and their producers.

Certain scholarly gentlemen who lead sequestered lives among their books have brought us to task for sundry and divers split-infinities and grammatical infirmities which have crept into our untutored narrative.

We have been invited to make the acquaintance of many business men who became interested in what we were doing for others.

Also, sad to relate (we anticipate the watchful gentleman on our left), some of those who were with us when we started are not with us now.

"'Tis true, 'tis pity, and pity 'tis, 'tis true."

But these advertisers honestly thought they saw peculiar advantages in other connections, and we honestly hope that they were not disappointed. Nor do we hesitate to still refer you to them for their opinion of us, since we parted in all friendliness.

And so, on this anniversary occasion, with all good wishes to everybody everywhere, we close this chapter in our business narrative. At the same time we herald a new series which we shall endeavor to make as interesting as the last—and helpful, too, both to our readers and ourselves.

In the words of the first advertising man, "WATCH THIS SPACE!"

N. W. AYER & SON
PHILADELPHIA
NEW YORK BOSTON CHICAGO

The Only Ad on a Page



*You can't buy
Better Position
in Any Medium*

*The footnotes in this book
are seen 2,000,000 times
every day in the year.*

'Jot this down now!

**"In spite of unsettled business conditions,
the New York City Telephone Book
carried 35% more advertising during the
past year than it ever before carried, even
in the most prosperous years."**

Think it over!

—and the May issue will be the **biggest edition** of the greatest telephone book published in the United States.

It will have a **guaranteed** circulation of more than **800,000** copies, delivered by hand.

600,000 distributed in the five boroughs of New York City will remain in circulation five months.

200,000 distributed in eighty-five suburban towns and cities will remain in circulation one year.

It will bring advertisers into closer touch than ever with that large and profitable class of **worth-while buyers**—telephone subscribers.

It will work for its advertisers day and night, every day in the year until it is replaced by a new issue.

We are now accepting advertising for this big May issue. May we send a representative?



New York Telephone Company

Directory Advertising Department

25 Dey Street

New York

Telephone Cortlandt 12000



Seeing All Sides of the World

To catch and permanently record every notable event everywhere is the medium of the modern Camera.

To secure the photographs of the people who are making History—at the moment when it is making—of the places where History is made, when it is made—and to put the facts before the public in epitome—is the medium of the great new

Brown and Green

GRAPHIC SECTION of The Sunday Tribune

Printed by the wonderful photogravure process—in soft greens and browns—which reproduces the photographs in the most beautiful manner possible.

To add further to the interest of this new Graphic Section there will be informative articles on timely topics. It will cover the world of art, education, drama, sports and industry—and will picture local events and men and women of the hour.

ENTERTAINING—EDUCATIONAL

*Included Regularly Every Sunday with the
New York Sunday Tribune*

New York Supreme Court Defines "Paid Subscribers"

Appeal of Cream of Wheat Company's Case Against "American Motherhood" Brings Out Conflicting Opinions as Regards Circulation

APPELLATE DIVISION OF THE SUPREME COURT.

THIRD DEPARTMENT.

March, 1915.

Present: SMITH, P. J.; KELLOGG, LYON, HOWARD and WOODWARD, Associate Justices.

CREAM OF WHEAT COMPANY, appellant, v. THE ARTHUR H. CRIST COMPANY, respondent.

Appeal by plaintiff from a judgment of the Supreme Court, entered in the County Clerk's office of Otsego County July 6, 1914, on the report of a referee dismissing the plaintiff's complaint.

Rogers, Locke & Babcock (Evan Hollister of counsel) for appellant; Arnold & Cooke (Lynn J. Arnold of counsel) for respondent.

SMITH, P. J.—Under the contract, which is here for interpretation, the plaintiff is entitled to recover if it appears that the defendant in 1911 and 1912 had materially less than 63,000 "paid subscribers." Upon the wording of the contract alone the court would interpret the expression "paid subscribers" to mean those only who had prepaid their subscriptions. The trial court has found that by an established custom of the trade the term "paid subscriber" has a broader meaning, and includes not only those whose subscriptions had been prepaid, but any subscriber to whom the paper was sent and who had once paid, although the subscription had not been prepaid for the years in question. This finding is abundantly supported in the record.

First. The purpose of the contract is to advertise the plaintiff's product. The actual circulation of the defendant's magazine was confessedly over 70,000 copies per month, although some of these subscribers had not paid for several years. The magazine was only sent upon the request of the subscriber, renewed each year,

upon which the trial court has found that there was legal liability to pay. The purpose of the insertion of the advertisement would, therefore, seem to be fully accomplished whether or not the subscriber had in fact paid the subscription price in advance.

Second. The contract itself in effect defines a paid subscriber as one to whom the paper was not sent as a gift. The term "circulation" is therein described as "the total number of copies of each issue of the publication above mentioned which shall be published and sold and delivered by the publishers thereof, both to paid subscribers and to news agencies, exclusive of all returns from news agencies and copies given away in any manner whatsoever." It appears that it was the custom of the different magazines to give away to employees, to advertisers, advertising agents, to exchanges and for other purposes what are called service copies. These would seem to be the part of the circulation that was intended to be excluded by the terms of the contract.

AN A. A. A. RULING CITED

Third. The term "paid subscriber" has been construed by the plaintiff's general manager and secretary, who negotiated and signed the contracts in question. In 1912 E. Mapes, who for the plaintiff negotiated and signed these contracts, was upon the circulation committee of the Association of American Advertisers, which was an association composed of about seventy or eighty prominent advertisers, which at its own expense had audits made of magazines and newspapers to determine the extent of their circulation, for the purpose of ascertaining their value as advertising mediums. Among the papers thus examined by this association were the Albany Knickerbocker Press

and the Albany *Times-Union* in the City of Albany. In that year a contest arose between those two papers as to which had the larger "paid circulation." This contest was referred to a committee of this association, of which Mr. Mapes was a member. That committee decided that in ascertaining the paid subscription list all those subscribers should be counted who had once paid and to whom the paper was then being sent, although no subscription had in fact been paid for fourteen years. The record does not show whether or not Mr. Mapes assented to that decision, but as he was on the committee which made the decision, and it could easily have been shown if he dissented therefrom, it is fair to assume that it was his interpretation as well as that of the committee of the term "paid circulation." It is true that this was the interpretation of the term as that applied to the circulation of a newspaper and not of a magazine. As the audit of a newspaper circulation, however, was for the same purpose as the audit of a magazine circulation, it is difficult to see why the term should have a different meaning when applied to the circulation of a magazine in a contract for advertising. This interpretation of the term made in 1912 by the man who negotiated and signed this contract for the plaintiff is most cogent, if not controlling, evidence of what was intended in the contract to be included in the term "paid subscriber."

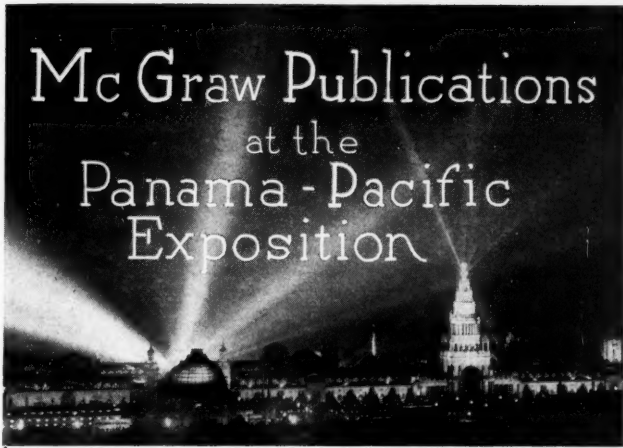
Fourth. The witness Turner is an expert accountant, who for four years before the trial had done nothing except examine the circulation of magazines and newspapers. He had done this work under employment from the plaintiff and other individual advertisers, and also of the Association of American Advertisers before mentioned. Of this association this man Mapes is now the president and was then upon the circulation committee. He swears that in making those audits the entire circulation of the paper was divided into two branches, paid and unpaid; that there was in-

cluded in the paid class the entire mailing list and the news agencies, and in the unpaid class the advertisers and advertising agents, exchanges, service copies and employees; that in the class of paid subscribers was included all subscribers to whom the magazine was sent, whether or not payment had been made in advance or the subscriber was in arrears.

It is true that few magazines continue to send the paper where the payment of the subscription is far in arrears. That, however, was a matter entirely within the policy of each magazine, and some were more liberal than others, and that since 1912 the tendency had been to draw the lines still closer. The plaintiff produced two experts, who made the audits of the defendant's magazine for the years 1911 and 1912, in order to ascertain whether the plaintiff was entitled to any rebate under the contract. This audit was made, however, at the request of the plaintiff, and with a strict construction of the term "paid subscriber" as only those who had paid in advance, it was found the circulation was substantially less than 63,000 copies a month. The testimony of plaintiff's main expert, Rink, as to what was understood to be included in the term "paid subscriber," is unsatisfactory and evasive, and in view of the purposes to be accomplished by the contract in question the trial judge was abundantly authorized to find that in the custom of the trade the term "paid subscriber" was not limited to those subscribers who had paid in advance. An examination of the evidence of the two experts called for the plaintiff will be found to contain no substantial dispute of the evidence of Turner, the defendant's expert, as to what was understood to be embraced within the term "paid subscriber" in an audit made for the purpose of determining its value as an advertising medium.

CONTRACT NOT SPECIFIC

Fifth. It appears that the price of this magazine was normally \$1



Mc Graw Publications

at the
Panama-Pacific
Exposition

are installed in an attractive booth
in the Palace of Machinery.

You are cordially invited to avail yourself fully of this space while visiting the exposition.

To care for your mail will be a pleasure. Competent stenographers in attendance will gladly handle your correspondence.

Representatives in charge of the booth will welcome opportunities to give information regarding engineering work in the West.

The McGraw office, Rialto Building, San Francisco, in fact, is headquarters for technical information about the West, for editorial and business representatives travel up and down the coast regularly so as to keep readers of the McGraw Publications in touch with conditions.

Use the McGraw Booth as your office while you are at the exposition.

McGraw Publishing Co., Inc., 239 W. 39th St., New York

Electrical Railway Journal Electrical World Engineering Record
Metallurgical & Chemical Engineering

Members Audit Bureau of Circulations.

Lithography
BROWN TREACY & SPERRY CO.
ST. PAUL, MINN.

SERIES OF TWENTY DIFFERENT STAMPS SENT FOR 10¢

PUBLIC LIBRARY
ST. PAUL, MINN.

DESIGNED UNDER DIRECTION OF ST. PAUL ASSOCIATION OF COMMERCE

COPPER PLATE PRINTING
BROWN TREACY & SPERRY CO.
ST. PAUL, MINN.

The Poster Stamp

Not a "fad" but a force in effective publicity. Eagerly sought and preserved by the "ultimate consumer."

Our product appeals to the buyer of publicity who puts artistic merit and advertising value before price. We do not offer "gummed stickers." We co-operate with clients in formulating distribution plans.

Advertisers who wish to consider Poster Stamps are invited to write for specimens and prices. Others who merely wish Stamps for their collections will please enclose 25 cents, for which they will receive 60 selected Stamps.

**BROWN, TREACY &
SPERRY CO.
ST. PAUL, MINN.**

HOME BRAND
PURE FOOD PRODUCTS
BROWN, TREACY & SPERRY CO. ST. PAUL, MINN.

Million FOOTWEAR
St. Paul
PRODUCTS
Do You?

10. The man who says "I'm a collector" will find these stamps more useful than any other. They are sold for a limited price. They are not to be used for anything else.

Capital Trust Company, St. Paul

SEND UP
SCRANTON
WORLD WIDE
ST. PAUL, MINN.

SAFETY DEPOSIT BOXES
CAPITAL TRUST COMPANY
ST. PAUL, MINN.

THE CITIZENS NATIONAL BANK
ST. PAUL, MINN.

The Wellman

per year, and that the receipts for the years in question from the subscription list were only between \$20,000 and \$30,000. This disparity between the circulation and the receipts therefrom undoubtedly casts some suspicion upon the good faith of this circulation. There is no question made, however, that the circulation in fact exceeded 70,000 copies per month. Moreover, while the subscription price was ordinarily \$1 a year, it is suggested in the evidence that clubs were formed with a subscription price of 50 cents. So that the actual paid subscriptions were not fairly represented by the actual amount of cash received. It appears from the evidence that other magazines, by offering prizes, send their numbers to many who in fact pay for the magazine much less than the subscription price. Presumably the increased price received from advertisements inserted compensate for loss in the subscription price. These facts were all known to Mapes when he made this contract, and with knowledge of these facts and of the fact that audits made for the purpose of these associations included in the list of paid subscribers many whose subscriptions were not prepaid, it is a fair inference that if they had intended to provide only for prepaid subscriptions he would have used more specific language to that end. There was no finding by the trial court of any bad faith on the part of the defendant in padding its circulation list, *nor was there any request by the plaintiff so to find.*

The judgment dismissing the complaint must therefore be affirmed.

All concurred, except Woodward, J., who read for reversal.

WOODWARD, J. (dissenting)—
 . . . The only question at issue on this appeal is the proper construction of the contract: What is meant by the words "paid subscribers"? The auditors held that it meant the subscriptions paid in advance or during the term of the contracts up to the date of the audit, while the defendant contends that it embraces

all of the names carried upon its subscription list, some of whom have paid nothing upon account of such subscriptions from the time of the original subscription, running back to the year 1903.

What did the parties agree to? What was their mutual understanding? That is the real test so far as it finds expression in language, and we can get very little help in determining this question from the evidence in reference to the alleged customs of advertisers, if, indeed, such evidence has any proper place in the case. Obviously, without any extra language, the guarantee of the publishers of "the average circulation" of the publication would be satisfied by showing that a number equal to or exceeding 63,000 was sent out each month or that the aggregate for the year reached this number for each issue, for circulation does not necessarily require that the publication shall be sold and delivered to individuals.

But the parties did not stop with the guarantee of the number to be circulated; they stipulated what should constitute circulation for the purposes of this particular contract, and we have a right to assume that in making a definition they used language calculated to be accurate—language which conveyed the very idea which they intended. Indeed, the contract itself provides how the word circulation shall be construed; that is its very language. It "is understood and agreed that the term circulation, for the purposes above mentioned, shall be construed as follows," and this court has no right to give to the word any other construction than that provided for by the contract.

LIMITING THE MEANING OF "CIRCULATION"

Clearly the word "circulation" was intended to be modified in its meaning; it was not to have any general or uncertain use, and the circulation was the basis of the contract—was the essential consideration for the making of the agreement on the part of the plaintiff. The language clearly

indicates that the parties understood that "circulation," as used in the contract, was vague and uncertain; that it did not guarantee any certain amount of publicity of value to the plaintiff in seeking an enlarged market for its product, and for the purpose of making definite and certain what was otherwise indefinite and uncertain, the parties undertook to define circulation, and it was agreed that the word should be construed to mean "the total number of copies of each issue of the publication above mentioned which shall be published and sold and delivered by the publishers thereof," and if it had ended here it would not have changed the general meaning of the word, for to publish is "to send forth, as a book, newspaper, musical piece or other printed work, either for sale or for general distribution" (23 Am. & Eng. Ency. of Law, 459), and a sale and delivery of the papers would have been accomplished when the same had been sent to those who received them with an express or implied promise to pay for the same. But the contract definition did not end there; the parties had a different purpose to accomplish, in so far as the plaintiff is concerned at least, and so it was provided further that these magazines "published and sold and delivered by the publisher thereof" should be "both to paid subscribers and to news agencies, exclusive of all returns from news agencies and copies given away in any manner whatsoever." It was not the whole number "published and sold and delivered," but the whole number "published and sold and delivered . . . both to paid subscribers and to news agencies," excluding all copies returned from news agencies as well as all copies "given away in any manner whatsoever." In other words, "circulation," as used in this contract, was to cover only the papers "published and sold and delivered" to two classes—to "paid subscribers and to news agencies"—and no allowances were to be made for returned copies from the news agencies or for any cop-

ies which were given away in any manner whatsoever. This latter clause had no relation to subscribers; it dealt with the sample copies, with copies which might be delivered to advertisers for their own private distribution, as in the case of *Ashton v. Stoy* (30 L. R. A., 584), and with those given out to trainmen, policemen and others upon the complimentary list, and is not to be confused with the main purpose of the definition of "circulation" for which the plaintiff was contracting.

The learned referee has dealt with the question exactly as he would have been called upon to do in the absence of the definition; he has held, in effect, in so far as this controversy is concerned, that the defendant is to be credited with all of the copies published and sold and delivered, whether to paid subscribers or to those who are carried upon the books after having once been subscribers, though they have never paid but a single subscription and there is no more than an implied promise to pay. He has completely ignored the definition which the parties themselves agreed should control in the construction of the word "circulation" and has given it exactly the effect which it would have had without the definition, and if this may be done, there is very little use in people reducing their contracts to writing.

THE ADVERTISER'S RIGHT TO SPECIFY QUALITY

There was a distinct object in making this definition: the plaintiff wanted to obtain a circulation among live people; among people who were taking this magazine because they were interested in it—because it had an individuality which appealed to them. The intelligent advertiser buys quality in his advertising as well as quantity, and he has a clear right to stipulate in his contract for any particular quality which he may desire. If the publisher does not have the quality of circulation demanded by the advertiser, then he has no right to contract to deliver it. If he enters into a contract to furnish publicity among

At 8 P. M., March 21st
2,000,302
PEOPLE had VISITED the
Panama-Pacific Exposition

This Two Million mark in attendance was reached 6 days earlier than at the St. Louis Exposition, and 7 days earlier than at the Chicago World's Fair.

**SAN FRANCISCO IS A WON-
DERFUL MARKET THIS YEAR
FOR NATIONAL ADVERTISERS**

The **EXAMINER** is **SAN FRANCISCO'S**
GREAT NEWSPAPER

selling over 125,000 copies Daily
selling over 250,000 copies Sunday

This is the largest circulation in the West,
and the largest in America of any newspaper
selling every day at 5c per copy.

The only morning newspaper in San Francisco
with the A. B. C. Audit Certificate is

San Francisco Examiner

M. D. HUNTON
Eastern Representative
220 Fifth Avenue
New York

W. H. WILSON
Western Representative
909 Hearst Bldg.
Chicago

a particular class of people he is bound to furnish such publicity or respond in damages, upon the broad principle that where a person, by express contract, engages absolutely to do an act not impossible or unlawful at the time, neither inevitable accident nor other unforeseen contingency not within his control will excuse him, for the reason that he might have provided against them by his contract (*Wheeler v. Conn. Mutual Life Ins. Co.*, 82 N. Y., 543, 550, and authorities there cited), and the plaintiff having carefully provided the rule by which the quality as well as the quantity of circulation was to be determined, should not be deprived of its protection by a construction of the contract which utterly fails to give any force or effect to the rule. The contract itself, in other parts, uses the word "paid" in its proper sense, and why the word should be given any other sense, or given no sense at all, is not clear.

The contract provides that the price of the advertising shall be \$60 for each insertion "less 5 per cent for cash if paid within ten days," and it is provided that "the party of the first part will pay to such advertising agents as are designated by the party of the second part, their regular advertising agent's commission," and again that in the event of the circulation being materially less than above stated the defendant will "immediately after said examination make a pro rata rebate to the said Cream of Wheat Company for such shortage in circulation, paying said rebate in cash," and finally that "in consideration of the above agreement the Cream of Wheat Company agrees to pay the party of the first part, in payment in full for the insertion of the above advertisement," etc. All of these words from the common root are used in their intelligent grammatical sense, yet it has been held that in that portion of the contract where the parties attempted to formulate a rule to govern in the construction of the word "circulation" the word "paid" is to be understood as re-

ferring not only to those cases in which there has been an actual payment, but to all of those instances in which there is an implied promise to pay from the fact that the magazine is continued to an original subscriber years ago.

"PAID" IS THE ACTIVE WORD IN THE DEFINITION

We are clearly of the opinion that the learned referee erred in this construction of the contract, because it fails to give any effect to the provision which assumes to define what circulation is contracted for and because it ignores the maxim *expressio unius est exclusio alterius*. While this maxim will not be permitted to defeat the obvious intent of the parties, where it conflicts with the letter of the contract, such intent must, nevertheless, be discernible in the context of the contract itself (*Aultman & Taylor Co. v. Syme*, 163 N. Y., 54, 47). Here the context of the contract indicates clearly an intention to make "circulation" mean something more than the mere publication and delivery of a given number of magazines; it specifically provides that it shall be confined to "paid subscribers and news agencies," and we have no power to change that contract and make it practically ignore the word "paid," which is the active word in the definition attempted by the parties. "I would wish," says Lord Bacon (IV Lord Bacon's Works, 187), "all readers that expound statutes to do as scholars are willing to do; that is, first to seek out the principal verb; that is, to note and single the material words whereupon the statute is framed; for there are in every statute certain words which are as veins where the life and blood of the statute cometh and where all doubts do arise," and the only word in this contract which makes the latter part of the definition any limitation upon the ordinary use of the word "circulation" as applied to newspapers and which is "the life and blood of the statute" is the word "paid." If this is dropped out, then the contract would in effect read that the party

of the first part "guarantees that the average circulation of the above-named publication shall not be less than 63,000 copies per issue, excluding all returned copies from news agencies and copies given away in any manner whatsoever." Obviously this was not the intent of the parties; the contract fairly read contemplates the live, paid subscribers to the magazine during the period covered by the contract. It was the quality of the circulation as well as the quantity which the plaintiff sought to secure, and the letter and the spirit of the contract are violated by including as paid subscribers persons who were not paid up at the beginning or during the life of the contract. The primary meaning of the word "subscriber" is to write underneath, as one's name; but it also means to give consent to something written, to assent, to agree: and a subscriber is defined to be: (1) One who subscribes; one who contributes to an undertaking by subscribing; (2) one who enters his name for a paper, book, map or the like (Web. Int. Dic.). To become a subscriber to a newspaper includes some voluntary act on the part of the subscriber, or something which is in effect an assent by him to the use of his name as a subscriber. A person to whom a newspaper is sent without his knowledge or consent, either expressed or implied, is not a subscriber within the meaning of the statute (*Ashton v. Stoy*, 30 L. R. A., 584). To become a paid subscriber requires not only the act of subscribing, but the act of paying, and the defendant's form letter, in which the old subscriber is asked to "please remember that this order will be accepted without any remittance and payment can be made later" strongly suggests that the so-called circulation of something over seventy thousand, yielding a revenue of only about \$30,000 annually (the subscription price being \$1 per year), is not in any proper sense such a paid subscription list as the plaintiff had a right to expect under its contract. "Paid subscribers" are not persons who are

legally obligated to pay, but those who have in fact paid, and if the defendant wanted to sell advertising space under the basis of its general circulation, or to subscribers legally obligated to pay, it was easy to provide for that, but it has no right to specifically provide for one kind of circulation and to substitute another as "just as good," for that is not what the plaintiff purchased. The plaintiff allowed all of the paid subscribers up to the time of its audit in each case, giving the defendant the benefit of any one who had become a paid subscriber during the time under which the parties were operating under the contract, and is entitled to recover in these actions.

The judgment appealed from should be reversed, and the findings of fact should be made to harmonize with this construction of the contract, the plaintiff having judgment for the amount of its claim.

Gauss Becomes President of Sterling Gum Company

Frank L. E. Gauss, who was put in charge of the sales of the Sterling Gum Company, of New York, a few weeks ago, was elected president of that concern last week Wednesday. He succeeds Franklin V. Canning, who resigned.

A campaign is already under way in Canada for Sterling Gum.

Another Advertiser of Underwear, Perhaps

The Mayo Mills, of Mayodan, N. C., is planning to begin a consumer advertising campaign next fall, and is leading up to it in the meantime with trade advertising designed to reach the wholesale and retail distributors of their underwear. A series of eight folders, sent out to the jobbing trade, was especially effective, it is stated.

Charles Miller to Assist V. H. Hanson

Charles Miller, advertising and sales manager of the Rhodes-Burford House-furnishing Company, of Louisville, has resigned his position to become assistant to Victor H. Hanson, publisher of the Birmingham, Ala., *News*. Mr. Miller has been in his present position for the past year, previous to which he was advertising manager of the Louisville *Herald* for three years. The change is effective April 1.

G. J. Whelan Retires From Business

Geo. J. Whelan, founder of the United Cigar Stores Company, announced last week that he would immediately retire from business. The announcement was made on his fiftieth birthday. Mr. Whelan was also founder of the Tobacco Products Corporation, of the United Profit-Sharing Corporation, and was a controlling factor in the Riker-Hegeman Corporation. Mr. Whelan very frankly stated that he had made money enough. He has accumulated his fortune, or the greater part of it, in the last twelve or fifteen years. His friends estimate that his fortune ranks among the very largest of the country's big retailers.

A "Don't Snore" Campaign

The Thomas B. Morton Company, Starks Building, Louisville, Ky., has started an advertising campaign in connection with "Don't Snore," a device to prevent mouth breathing. Newspaper space is being used locally, and small space in mail-order mediums will also be contracted for.

Patented Air Grate to Be Advertised

The Kentucky Electrical Company, Owensboro, Ky., which has purchased a controlling interest in the Barbee Air-grate Company, plans a national advertising campaign in behalf of its new product, a patented air-grate.

Raymond E. Jennings Dead

Raymond E. Jennings, of the Nichols-Finn Advertising Company, died in Chicago last Tuesday. Mr. Jennings went with the Nichols-Finn agency two years ago from the editorial staff of the Chicago *Examiner*.

Junior Ad Club in Chicago

The Junior Advertising Association, an auxiliary of the Advertising Association of Chicago, was organized last Tuesday. The purpose of the new organization is to interest the younger generation of advertising men in constructive advertising.

Presbyterians Appoint Advertising Committee

Following an address by Dr. Talcott Williams, of the School of Journalism of the Columbia University, the Presbyterian Social Union appointed a committee of Chicago churchmen to investigate and devise ways and means of utilizing the advertising columns of the newspapers to promote projects of all denominations.

Charles H. Anthony, of Detroit, has been appointed by J. C. Billingslea to represent the Foremost Farm Papers in the Detroit territory.

Vigilance Work in Portland, Oregon

The Portland, Ore., Ad Club is going after the vigilance work with all possible diligence. A paid secretary has been employed to handle this work, whose duty it will be to investigate every advertisement published in the city which seems to look suspicious. Each local paper is to have a representative on the committee, and "moral suasion" is to be used first in the attempt to bring about more truthful advertising.

Poster Company Excludes Whiskey Ads

The Poster Advertising Company of the United States & Canada has placed a ban on the advertisements of whiskey and other spirituous liquors, it was announced in Chicago last week. Beer and wines are not included.

Action was taken at Palm Beach, Fla., March 10, at the semi-annual meeting of the Board of Directors. No new contracts will be entered into with whiskey concerns after May 31, and no whiskey advertisements will be posted after this year.

Advertising Man Joins Lumber Company

A. B. Williams has been appointed advertising manager of the Hine Lumber Company, which recently moved its general offices from Bay City to Detroit, Mich. He has been engaged in advertising work for a number of years, resigning as advertising manager of the *Gleaner* and Detroit representative of the Billingslea list of farm publications to accept his present position.

"San Pan," a New Van Raalte Veil

"For your protection this little white ticket is on every yard"—is the warning paragraph that appears in the latest newspaper advertising for The "San Pan" Veils, a new creation named after the San Francisco Panama Fair, and manufactured by E. & Z. Van Raalte, New York. A booklet "Miladi's Veil," is offered sent free of charge.

Adcraft Affiliation on April 13

An affiliation meeting of the Detroit Adcraft Club will be held on April 13, when speakers from Rochester, Cleveland and Buffalo will be present for the occasion. The Detroit organization will send speakers to Cleveland on April 7, Rochester, April 15, and Buffalo, April 17.

F. L. Pierce, sales manager of the Regal Motor Car Company, is taking charge of the advertising temporarily, pending the appointment of a new advertising manager to succeed George Wilcox, who resigned recently.

2% More to put your letters on Old Hampshire Bond

In other words, an average typewritten letter on ordinary paper costs about 5 cents (for paper, postage and stenographer's time). On Old Hampshire



Bond it will cost about 5 $\frac{1}{10}$ cents—surely not an extravagant price to pay, considering the results. Stationery should not be considered “in bulk”—but one sheet at a time—

as it is used. This extra $\frac{1}{10}$ of a cent per letter makes the difference between using ordinary stationery and using the recognized, standard paper for business stationery.

May we send you the Old Hampshire Bond Book of Specimens?—a book assembled and bound up to interest business men.

HAMPSHIRE PAPER
COMPANY

SOUTH HADLEY FALLS, MASS.

*The only paper makers in the world
making bond paper exclusively*

**Old
Hampshire
Bond**



A Joyful Note From OKLAHOMA *The State of Prosperity*

“WHAT war?” asks the farmer from Oklahoma, so the story goes. He never would have known, except for his favorite papers — and he **DOESN'T** know, so far as his own personal, daily life is concerned, except that a war somewhere has boosted the price of wheat and hay and horses and other things he has to sell. He's sorry for the rest of the world, but “right smart proud” of his own health, wealth and happiness.

Old Wheat in the Bin—New Wheat in the Field

And Mr. Oklahoma Farmer still has six million bushels of last year's wonderful wheat crop stored in bins on Oklahoma farms. That's a fine little reserve, worth about \$9,000,000 now. The Oklahoma farmer grew 250 percent. more wheat last year than he usually does. He grew bigger crops of all kinds than usual. He gathered in the markets over \$60,000,000 more for 1914 crops than he did for the previous year. You will find a good deal of that \$60,000,000 surplus still in farmers' pockets.

Over 3,000,000 acres are now green and growing in Oklahoma wheat fields—just a half a million acres more than Mr. Oklahoma Farmer grew last year. And those 3,000,000 acres of wheat fields are growing into dollars boosted by more than four inches of good soaking rains in the past few weeks.

Wheat, corn, oats, cotton, alfalfa, broom corn, kafir corn, feterita, peanuts, fruits and the Lord knows what else, will be swelling the prosperity measure soon—at least \$300,000,000 worth in the next six months.

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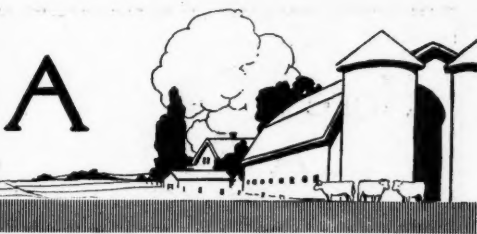
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FOURTH

NEW Y
E. Katz Sp

Route From OKLAHOMA Diversified Crops



A New York statistical bureau, whose chart guides the traveling man on his way to the green spots in the country's prosperity, has the state of Oklahoma printed in green, which means that it is an oasis of prosperity and the best "feeding ground" for salesmen. The picture is well taken—Oklahoma is green, both literally and figuratively—green with growing wheat and growing prosperity.

—Oklahoma "Comes Up Smiling"

The Oklahoma Farmer-Stockman

More than 100,000 Circulation

Its circulation is practically double that of any other Oklahoma farm paper. During 1914 it carried 63 percent. more advertising of all kinds than its strongest competitor; 65 percent. of all advertising carried was keyed copy.

Rate, 30c. per line; \$225 per page

Rate after January 1, 1916, 40c. per line

The DAILY OKLAHOMAN

Daily 42,350

Sunday 46,157

FOURTH and BROADWAY - OKLAHOMA CITY, OKLA.

Special Representatives:

NEW YORK and CHICAGO
E. Katz Special Advertising Agency

KANSAS CITY
F. L. Miller, Waldheim Bldg.

Here's A Real Sales Service



IT will sell your goods when and where every other force may fail.

It is founded upon an intimate and influential relationship with thousands of retailers and millions of consumers all over the United States.

All the facilities of The Hamilton Corporation and The Sperry & Hutchinson Company have just been welded into one great implement—and this implement is for the first time offered to manufacturers seeking to broaden and strengthen their markets in this country.

Our Service Department is thoroughly well equipped to deal with any sales problem with which you may be confronted.

Before you plan any sales or advertising campaign for the coming season, you should look thoroughly into the scope and influence of this, the greatest merchandising agency at your disposal.

**The Hamilton
Corporation**

2 West 45th St.

New York, N. Y.

Vail on the Conditions That Are Holding Back Business Prosperity

Annual Letter of Theodore N. Vail, President of the American Telephone and Telegraph Company, to His Stockholders

THERE is a condition of disturbance, of economic unsettlement, which cannot continue indefinitely. Either the causes must be removed, or by a period of quiet and freedom from other changes a chance be given for the new conditions to adjust themselves.

Never were the basic conditions of the country better than now for a restoration and continuance of normal conditions. The correction is simple and is pointed out by numerous precedents of the past and by well-established economic laws.

It does seem as if by combined effort of all, right ideas and a right understanding might be brought to bear on the solution of these questions.

While the subject is not strictly pertinent to the annual report of the company, yet in my opinion it is so important that the note of warning should be sounded.

PUBLIC SERVICE

The most vital of all present economic problems are the relations between the public and public-service utilities, particularly those of interchange and intercourse—what constitutes *proper* regulation and control—what is the best method of securing their proper maintenance and further extension.

Movement is life—intercourse and interchange are the basis of civilization and commerce.

The quantity, quality, and convenience of the means of intercommunication determine the prosperity of the community, for on them depend the degree of interchange of thought and of commodity—the degree of civilization and of commerce.

The demand for any production creates its value. The demand depends upon available fields of consumption made accessible and

convenient by adequate and efficient facilities of intercourse and interchange.

The United States of to-day, in all its magnificence, has been created—its latent possibilities made tangible, its prosperity maintained, its growth continued—by or because of these means of intercourse and interchange. The maintenance and continued growth of this prosperity will be in a great measure dependent upon the maintenance and continued growth of the utilities which furnish these facilities. All other utilities or industrial or commercial enterprises are subordinate to and dependent upon them.

Until proper relations are established between the public and the public utilities, there cannot be too many repetitions of their importance, no effort should be spared to emphasize it and guide the public to right conclusions. Until some popular misunderstandings are corrected it will be difficult to establish proper relations.

It is the generally accepted belief that utilities are dependent on the public, rather than the public dependent on them; while neither could exist without the other, means of intercourse and interchange are the *advance agents*. Competition, control, regulation, and legislation have been looked upon as the causes or forces which have enabled or compelled industrial enterprises to improve and extend their service; to increase production; to pay increased wages and taxes, and at the same time to decrease charges for service rendered. While these have been to some extent a stimulus, the wonderful improvement which has been made has been coincident, and indissolubly connected with the replacement of the old "rule of thumb" methods, by methods of scientific operation.

Investigation, research, and the application of the results to both operation and production have produced "much more" and "much better" from the same or less effort and expenditure, and have obtained valuable products from what had heretofore been wasted; much to the benefit of the worker, the public served, and of those responsible for the work. There is a lack of consistency in the understanding respecting enterprise and initiative, and the relations between capital and labor, the employer and the employee. There are many ideals and beautiful theories which in time we hope may be realized. But commerce and industry are dependent upon the purchaser and consumer and so long as the human factor of self-interest as it now exists controls them in their dealings, so long must the effect of that same existing human factor be taken into consideration by commerce and industry in their relations with both producer and the worker.

The situation in the past has been aggravated, public indignation aroused, and public action influenced by misleading and willfully mistaken statements of irresponsible demagogues and impractical theorists. There may have been some lack of a sense of reciprocal obligation on the part of some corporations and their servants to the public. There may have been some abuses, but even if the worst that has been asserted was true, they were not of the kind that could have brought about existing conditions, which arise from an imposed reduction in revenue and an imposed increase of expenses. The public, in turn, has attempted to bring about ideal conditions through the power of control and regulation. This power has resulted in some cases in the impairment and even in the destruction of property rights and of the physical property involved.

Happily, those abuses that existed are passing, and there is evidence of better understanding and appreciation and more substantial justice on both sides. The

public, and particularly those dependent on employment, will soon realize that the wealth of this country does not consist of tangible tokens of value that can be realized upon at will, but that it largely consists of property, or certificates representing property, which has been created by the investment of their savings in these enterprises of utility and industry. The returns from and the intrinsic value of these enterprises depend on the activity caused by demand for the products or service produced by the employment of workers. Without that activity, employment ceases, returns disappear, and values are dissipated.

Public-service enterprises when prosperous are large employers of labor and large purchasers and consumers of all varieties of products and manufactures. Their activity means employment and circulation of money, which, in turn, means further consumption of products and manufactures and the further employment of labor. Employment means ability to purchase. Ability to purchase means consumption. Consumption means production, and production for which there is a demand means prosperity. Abundant employment makes the worker his own master. He can afford to purchase and consume production. Without employment he is a burden on his savings, his friends, or on the community.

It is a great revolving circle of civic and industrial conditions, no beginning, no ending. So long as it is unbroken, so long as each condition is balanced by the others, so long as all changes in conditions are allowed to take place by evolution from old to new, or so long as these changes take place with sufficient deliberation to allow other conditions to become adapted to the changes, so long all will go well and there will be peace, prosperity, and progress.

In such times and such conditions everything goes so smoothly that economic life seems commonplace and monotonous; then come the revolutionary changes

To the Advertiser who is "waiting to see what happens"

WE don't know what's going to happen, but we can tell you what's happening now:—you're losing money every time the clock ticks, and two things more precious than money too.

You're losing time. These days and minutes aren't piling up in any bank. They're the most perishable commodity known—and they're vastly more essential to business success than any other factor involved.

You're losing an opportunity that may come back—some time, and may not. The weak-kneed people are frightened now. They're keeping still. Their silence gives you and other courageous men a better chance to make your message heard than you can get when everybody is shouting.

We—The Procter & Collier Co.—don't do much waiting for things to happen. Our every-day job is *making* them happen for a list of clients which includes some rather prosperous people. It won't cost you anything to find out whether we can make things happen for you. "Everything comes to him who waits" but the sheriff has been known to arrive ahead of the medals. Let's talk about it.

The Procter & Collier Co.

Advertising Agents

New York

CINCINNATI

Indianapolis

Member Audit Bureau of Circulation

J. M.
The Mathews Special Agency
 BOSTON NEW YORK CHICAGO

Our Service to Advertising Agents and Advertisers

THE TRUTH FIRST

IN our representation whatever we may say regarding the business in hand whether circulation, distribution, character or publication, rates, short rates, position charges, other papers in the field, etc.—will be the *truth* to the best of our knowledge and belief, and a service of 21 years in this field permits us to be unusually well informed.

As a Special Agency we are at the service of advertising agents and will give them any needed assistance in the preparation of selling plans and copy ideas, when desired, especially adapted to this field.

As the representative of the publisher we will be glad to give special reports regarding any city trade conditions, etc., and will give the same individual assistance that the publisher will give.

ENTIRE LIST CONTRACTS

Our experience and a trained department devoted exclusively to that work enables us to render uncommonly effective trade aid work on dealers in securing distribution and in extending sales.

We invite correspondence from advertising agents who contemplate placing business in the New England territory.

We represent many of the principal daily newspapers in this section, and it has been said: "On the hide of an elephant there are a few spots that he cannot reach with his trunk or his tail and there the wicked flea is disturbing but undisturbed;" with the exception of a few such spots the Mathews Special Agency represents the leading daily newspaper in each city.

MAINE

Augusta Journal
 Bangor Commercial
 Bath Times
 Biddeford Journal
 Lewiston Sun
 Portland Express

VERMONT

Barre Times
 Bennington Banner
 Burlington Free Press
 Montpelier Argus
 Rutland News
 St. Albans Messenger

NEW ENGLAND

CONNECTICUT

Bridgeport Telegraph
 Hartford Post
 Meriden Journal
 New Haven Register
 Waterbury Republican

MASSACHUSETTS

Attleboro
 Fall River
 Fitchburg
 Haverhill
 Holyoke
 Lawrence

DAILY



The Mathews Special Agency

BOSTON

NEW YORK

CHICAGO

Our Service to Daily Newspapers in New England

GETS THE BUSINESS

OUR first work in getting the business for our daily newspapers is to tie up with a daily newspaper that is worthy of business; that is a good newspaper, one that will give an advertiser good value for each dollar's worth of space bought by the advertiser. We have refused to take the representation of daily newspapers offered to us when we believed they could not measure up to this standard.

We believe that we can give greater service to our publishers when their interests are in adjoining fields and we believe all things considered, New England offers advertisers the most desirable territory. So grouped together here in New England that we can lead the advertiser and his sales force by easy steps from city to city till all New England is covered.

We regret we have had to decline the representation of several great dailies because they were published outside of New England and their interests were not such as to blend harmoniously with those of our other publishers.

We go after business by going ahead of it. That is we keep constantly in touch with the advertiser and advertising agents of this country so that when advertising is considered for our territory the mind of the one who buys has been well informed regarding the newspaper—and its territory—that we represent. The result is that our daily often has the business long before the others have heard of it. All? No, not all, as that is beyond human endeavor, but sufficient business that the publisher would not otherwise get to pay for our services and leave a handsome surplus besides.

DAILY NEWSPAPERS

MASSACHUSETTS

Attleboro Sun
Fall River Herald
Fitchburg Sentinel
Haverhill Gazette
Holyoke Transcript
Lawrence Telegram

MASSACHUSETTS—Continued

Lowell Sun
Lynn Item
North Adams Transcript
Northampton Gazette
Salem News
Springfield Union
Worcester Gazette

NEW HAMPSHIRE

Manchester Union-
Leader
Dover Democrat

brought about through those who are too indifferent, careless, and unthinking to resist the influence of too radical theorists.

When the balance is broken by these changes, and the relations between the conditions are changed faster than any adjustment between them can take place, then will come disturbance. Continued disturbance is inevitably followed by disaster.

To maintain present conditions only, or even obtain actual though not normal increase, does not mean progress and is not a sound economic position. It is the normal increase that must be had if we are to maintain our relative position and provide for the millions yearly added by new generations and new immigration.

The entire public, working or investing, will all stand by and uphold a control and regulation which will be thorough and effective and at the same time equitable, just, and practical. *But has the public ever remained complacent when it is brought face to face with disturbance, uncertainty, and unemployment; caused by too drastic action or too radical legislation upon economic conditions or industrial enterprises?*

Control and regulation can make unnecessary demands upon the time of those who are responsible for operation; they can become destructive instead of constructive; they can by delay paralyze commerce; they can through the inexperienced in operation impose unnecessary burdens and unnecessary expenditure upon corporations; they can impose or require too many regulations and theories of operation and too many undeveloped experiments in plant and equipment; they can very easily run into operation. Demands of labor for increased wages and shorter hours and demands of the public for increased service must be met by increased revenue produced by increased rates. The application of scientific and improved methods to operation produced great results in reduction of expenses because it had an unworked field to start

with, but it cannot be expected that the same ratio of progress will be indefinitely maintained. *The irreducible minimum in unit expense has been reached in some industries and soon will be in all.*

No corporation, any more than an individual, can be bound hand and foot and yet be active or give good service.

If too many burdens are put upon corporations and no relief given them it will be impossible for them to properly operate or maintain their plants. Poorly constructed, badly maintained, and inefficiently operated utilities cannot give good service. Inadequate revenue would make it impossible to meet capital charges. Capital would avoid any enterprise which had to do with public service. Without capital employment in any large way would cease, extension and improvement would be stopped, values would be destroyed, and the enterprise would become bankrupt.

When service is rendered by starved or bankrupt corporations in the hands of receivers, results must follow which will be disastrous. The indirect losses to the public will be far greater than the direct loss to the investor. Decline in prosperity will come to any community dependent upon such corporations. No community with inadequate and inefficient facilities for intercourse and interchange can compete with communities with adequate and efficient facilities.

Bankrupt public service, in time, means bankrupt communities.

It will not then be the mythical money trust or the prominently rich that will have to be dealt with, but it will be the power of the nation, the millions dependent upon their daily employment, whose savings are invested in that which represented progress and prosperity, and who are brought suddenly face to face with destruction of values, loss of savings, and unemployment.

DISTURBANCE OF STABILITY AND CONDITIONS

There are three principal crea-

tive divisions of industrial enterprises: "Industries producing from the earth," of which agriculture is the most important; "manufacturing," and "public service," which is very largely transportation and intercommunication. All other industries or professions are subordinate to or dependent upon these principal industries, and their rise and decline directly connected with them; they are creative only to the extent that they organize, develop, or promote trade and commerce, production and consumption.

Production from the earth is the primary industry, but is dependent upon the broad distribution only to be obtained through means of transportation and other facilities of intercommunication.

Manufacturing is the barometer which indicates the improvement and decline of the conditions of commerce and trade.

"Transportation" and "intercommunication" are the most important of all in their creative effect. They are the industries upon which depend all interchange and movement, all commerce and trade except that which is purely local. Transportation and intercommunication change local stagnation into world-wide interchange and prosperity. Their relative economic importance as to other industries is many times their relative capital.

During the quarter of a century just past these three principal industries increased about two times and now represent about \$100,000,000,000 of invested capital. This development and this new wealth of \$65,000,000,000 in these enterprises alone was made possible by, and was coincident with, the development of transportation.

The capital invested in public service and manufacturing increased during the quarter of the century at the rate of nearly \$1,500,000,000 per year; the number of employed increased about 100 per cent and their yearly compensation over \$3,500,000,000, or 130 per cent. In enterprises of transportation and intercommunication the capital increased over

\$15,000,000,000, or an average of \$600,000,000 per year; employees over 175 per cent, with an increase in yearly compensation of \$1,350,000,000, or over 200 per cent.

Prior to the quarter century agricultural products were largely in excess of domestic consumption; agriculture in the Atlantic States was suffering. At the end of the period, because of increased employment and purchasing power, the domestic consumption of agricultural products had about overtaken production, which had more than doubled in average yearly value. The agricultural interests of the Atlantic States were rapidly reviving.

The normal employment in the public service and manufacturing industries alone should be at the present time nearly, if not quite, 12,000,000, with annual earnings of from \$7,200,000,000 to \$7,500,000,000.

All employment is far below normal. There are fully 2,000,000 unemployed, whose yearly earnings should be at least \$1,250,000,000. These unemployed are now living at the expense of their savings, their friends, or the public. If they were employed normal conditions would be restored, the circle of interdependent conditions would be balanced, prosperity would be restored.

Capital invested in "transportation" and intercommunication constitutes one-half the combined capital of public service and manufacturing. It is entirely in the form of negotiable securities, while a large part of the other capital is closely held or not readily realized on. Transportation securities have been for years a favorite investment for capital by the small investor, the trustee, the savings bank; by the most conservative in good times and by the wise investors in bad times; *any cause that disturbs these enterprises disturbs all*, both industrially and financially.

The disturbance, uncertainty, and timidity about "transportation," due to legislative requirements and the increased payments to employees, without any corresponding increase of gross revenue



It may interest you to know that the inquiries we have received so far from our advertising in PRINTERS' INK number over 600. These inquiries come from executives of many of the leading concerns in the country.

The managers of all our departments are interested readers of PRINTERS' INK and from data which I have gathered since advertising with you, we are satisfied that this same interest applies to many other lines of large business.

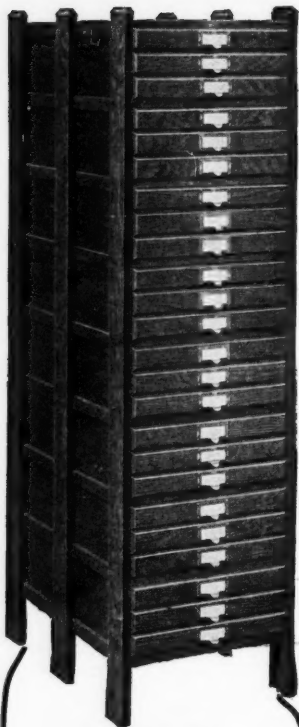
Very truly yours,

UNITED PROFIT SHARING CORPORATION.


Vice-President.

March, 24, 1915





Weis

Electro Cabinet

24 DRAWERS—

5886 Sq. In. Electro Space—

Handsomely finished
Solid Oak Cabinet,
3 ply Veneer drawer
bottoms, which
neither sag nor split under weight
of contents.

\$30

Freight paid in Eastern and Central States. Consistently low prices in West and South.

Exceptional value in point of capacity, construction, appearance. Aligns with letter and other files for almost every purpose.

Catalog "F" and Electro Leaflet on request.

The *Weis* Manufacturing Co.
59 Union St., Monroe, Mich.

New York Office,
75 John St.

The Knechtel Furniture Co.,
Ltd., Hanover, Ont.
Canadian Makers

to meet them, have caused increase in expense of operation which can no longer be met by reduction of operating expenses or by scientific methods, for the irreducible minimum has about been reached.

The decrease in the surplus operating revenue has cast doubt upon the safety and certainty of not only the charges on the capital but the capital itself. Except for a few favored lines, the safe margin has been so reduced that investors have become frightened.

Extension and improvement of our transportation facilities, for which capital is required, are necessary. Money in sufficient quantities or on reasonable terms cannot be obtained. Nothing that can be postponed is being done. Unless soon made, the increasing demands of the country as a "going" concern cannot be satisfied, to say nothing of our country as a "growing" concern.

If there could be a restoration of conditions which would inspire confidence in their securities sufficient to command the capital with which to begin the expenditure of even a part of the \$1,000,000,000 a year needed to put these enterprises in a position to meet the demands of the country, both as a "going" and as a "growing" concern, it would soon restore the normal conditions of employment, expenditure, consumption, production. The circle of industrial conditions would be again balanced, shops and factories would be filled, and, instead of the bread-line, there would be a working-line night and morning, between places of employment and homes.

During the past quarter century progress was steady and continual, except when the oversanguine or overgrasping were buying, on credit or small margin, intangible though possible future values, or when attempts were made to improve existing conditions by sudden changes.

The public mind, which has been excited and influenced by exaggerated, misleading, and mistaken statements of irregularities, realizes that most of them had no foundation in fact. Those that did exist cannot be repeated;

business conscience and public morals, as well as regulatory laws, will not permit. Other irregularities will creep in, for where there is abundance produced by labor, there will be many who want a part of it without labor. Take the fetters and restrictions off the employment market, keep a good watch on those who do not want to labor, and punish those who betray confidence. Wealth never will be distributed equally nor always employed wisely, but where it exists in abundance there is always a chance for those who are willing to exchange their labor for some of it.

THEODORE N. VAIL.

March 15, 1915.

Importance to America of War's Right Settlement

"If we, as business men, say that the settlement of the present war is none of our business, we will find out later that it was very vital to our business," declared Edward A. Filene, the Boston merchant, in an address before the Aldine Club of New York City on Tuesday noon, March 16.

Mr. Filene's topic was announced as "Business Men of America and the Settlement of the War." He told of investigations which he made last fall and winter in Europe and asserted at that time it was impossible to discuss terms of peace, and that it is still just as impossible to-day.

Mr. Filene urged an agreement among the business men of the United States cutting off intercourse with the warring countries. He stated that if such an agreement were made business firms of this country would refuse to sell commodities to the belligerents. The speaker said that he would not refuse orders at present, but if concerted action were taken he would be only too glad to join the movement.

That the greatest force for settling the war was among the masses of this and the warring countries was another of the speaker's statements. If terms were left to the diplomats who did not want to or could not avert the war, it would be the old question of indemnities and treaties, he remarked.

The common people should urge the ending of the conflict in a way similar to their action on great public questions, he believed.

"And the terms of peace are vital to American business," said Mr. Filene. "If a bad settlement is made it will affect all neutral countries and will hit the United States hard."

Archer A. King has been appointed Western Manager of the *International Studio*, with headquarters in Chicago.

Purchasing Power Unmistakable

The aggregate total resources, Banks and Building and Loan Associations of Newark amount to \$204,780,365.

The aggregate total deposits in these institutions amount to \$154,647,997.

The total outgoing bank clearings of Newark amount to over \$750,000,000.

Back of these phenomenal figures there is a great and prosperous city of between 400,000 and 405,000 people. The above figures are just what these people have made them.

Where there is so much money, money that is constantly in circulation, there must be human beings controlling it.

An American citizen with money to spend usually possesses the will and inclination to buy. All that remains, therefore, for the seller to do is to sell him the right articles in the right way through the right channel.

As for the proper channel in Newark, New Jersey, you can't make a mistake by using the

Newark Evening News

(Always Reaches Home)

Eugene W. Farrell, Adv. Mgr. and Asst. Gen. Mgr., Home Office 215-217 Market St., Newark, New Jersey.

O'Mara & Ormsbee, Inc., General Advertising Representatives, Brunswick Building, New York City; Tribune Building, Chicago, Ill.

Frank C. Taylor, New York Representative, Brunswick Building, New York City.

Circulation records open to every advertiser or prospective advertiser.

**Newark will
celebrate its
250th Anniversary
in 1916**

Putting Over Branded Goods in Bulk

How Grinding and Packaging of Coffee Was Left to Growers and Why They Did Not Substitute—New Twist in Marketing a Staple That Holds Suggestions—Description of the Plan

A NEW ENGLAND distributor of teas and coffees had been selling in bulk several years before he decided that he ought, as a matter of principle, to base his business on the good will of the public instead of the middleman. This involved branding and, you would think, grinding and packaging, because the new idea—and it was "La Touraine" coffee—was confronted by a host of tinned and trade-marked coffees, and it was reasonable to assume that the new convert to publicity would follow the crowd.

But this was something that Mr. Quinby, founder of the Boston house of the W. S. Quinby Company, was not ready to do. In the first place, the field was already filled to discomfort with package coffees, and it would have been an expensive and dubious undertaking to break into it, as the history of coffee advertising up to that time—and this was a few years ago—has shown.

In the second place, Mr. Quinby had no enthusiasm about marketing a ground coffee. It had been his dictum for years, as distributor of coffee in bulk, that coffee should be consumed as soon after being ground or pulverized as possible, in order to retain all of the bouquet or

aroma and flavor. The berry should be kept, he said, up to the very last minute practicable.

This could only mean selling it in bulk to the grocer, as before, and letting him grind it. Mr. Quinby thought it over and saw a great deal more in the proposition than some other distributors had done up to that time or have done since.

There was one big point in favor of the plan as a merchandising point, entirely aside from the advertising and selling value of the Quinby coffee philosophy. The point was that if the grocer ground the coffee and delivered it in paper bags, the distributor would not have to pay the cost of the tin container, but could give the saving on grinding and packaging to the grocer and make a booster out of him.

And there was one big point against the plan, as it looked from the street. That was the possibility of substitution which lies in selling goods in bulk and trusting to the tradesman to remember to do the right thing every time. Mr. Quinby thought over this a long time. Perhaps he remembered the experience of the Sealshipt Oyster Company, which sent out beautiful five-gallon containers for its trade-marked oysters, and found in the end that there was absolutely no way to prevent the unscrupulous dealers from using any old oysters. But he also remembered, it is likely, the practice of the satin and other piece-goods manufacturers who send out only so many yards of cloth, enough to make so many garments.

Mr. Quinby figured



A Business Romance
The Story of a Berry and a Brand
in Seven Chapters
Relating How Theories Based on the
Foundation-Stone of Right Mer-
chandizing Have Made Good.

CHAPTER SIX
This Bag
Guards the Treasure



This picture shows a La Touraine Bag. Yellow paper with heavy parchment inner lining. Printed in red, yellow and black. An original design not easily forgotten which includes the words "La Touraine" and "W. S. Quinby Co."

We will appreciate your insistence upon this bag, and you will be many times repaid by the satisfaction of knowing you have received

La Touraine
that Coffee

and enjoyed its rich, delicious and distinctive flavor.

Therefore—Get The Bag

Read chapter seven next week of great interest to coffee lovers.

W. S. Quinby Co.

Boston — — — Chicago

Quinby's Club, the "Free" Club and the "W. S. Quinby Company" Club.

AN INSTALLMENT IN A COPY
SERIES

The Boston Transcript

A New England Institution with Traditions High and Principles Lofty—A Newspaper with Great Advertising Patronage and Marvelous in Business Results.

"I would as lief go without my dinner as without the Boston Transcript," remarked the president of one of the largest industrial concerns in America. This man lives and breathes New England. His father before him believed that Boston was the center of the visible earth, and that tradition will be handed down to generations yet unborn.

The Boston Transcript is the guide, philosopher and friend of the men who now mould the financial destiny of New England—and for that matter of the United States.

The circulation of the Transcript is that seductive element which compels admiration. The hallmark of superiority is the trade-mark of the Transcript. It is to New England what the London Times is to old England. While it has not the Toryism of the "Old Thunderer" it has the old Yankeeism that speaks from the catechism of the fathers.

The Transcript is as rock-bound in its advocacy of Americanism—the true Americanism—as the London Times is the voice of England's "die-hards."

The Transcript believes in the broader Americanism and the toleration which honest men give to creed and class.

When it comes to the question of tariff, the question of state rights, the question of just taxation, you always find the Transcript on the right side of the fence. It believes in America first and always.

While its politics may be considered independent Republican, it gives the Bull Mooser and the Democrat a square deal. In other words, its policy is above petty politics.

When it comes to results in advertising, the Transcript shines brightly. There are other papers in Boston with circulation considerably larger, but the circulation of the Transcript is a three-cent-a-copy, "pay-as-you-enter" kind.

As a matter of interest, if Boston represents one-sixteenth of the wealth of the country, it is 16 to 1 that the people who have this wealth buy goods that are advertised in the Transcript.

The foreign advertiser who is wise in his day will select the Transcript for a place on his list.

(Advertisement)

The Boston American

Evening and Sunday

New England's Greatest Home Newspaper



The Boston Evening American has the largest net paid evening circulation in New England, a circulation greatly in excess of the combined circulations of all the other Boston evening newspapers.

The Boston Sunday American has the largest net paid Sunday circulation in New England, a circulation greatly in excess of its next nearest competitor.

The net paid city circulation of both the Evening and Sunday Boston American within ten miles of the State House is greater than that of any other Boston newspaper.

The circulation of both the Evening and Sunday Boston American is essentially a home circulation.

The cost of advertising in the Boston American, per thousand of circulation, that is, per thousand of possible customers reached, is less than in any other Boston newspaper.

that if he gave the grocers as many bags as he did pounds of coffee, one bag for each pound, he would be able to control the sale. The grocers could not get the bags without buying the coffee. There was no inducement for them to do anything else than play fair. And the longer profit was a strong inducement on the other side.

There was another protection against substitution, and Mr. Quinby had occasion to use it after the campaign started; this was a legal one. No one can use the trademark or even write the words "La Touraine" on any coffee container, bag or otherwise, without committing an illegal act, against which the law protects the Quinby company. This point is occasionally emphasized in the advertising, and the consumer is asked to advise the house when he suspects that he is being made the victim of substitution.

The special recommendation of the plan was that it disturbed no trade relations, antagonized no grocers, involved no explanations, and called for nothing but some first-class paper bags and an advertising plan and appropriation.

The way it worked and still works is this: They roast frequently and ship frequently to their customers, the retail grocers. The grocers agree to keep it in bulk and not grind until sold. The company does not care to sell to any grocer who does not regard his La Touraine stock as his "first" coffee. With every pound of coffee sold in bulk, it ships a parchment-lined paper bag—100 pounds of coffee, 100 bags. These bags are yellow and carry the registered trade-mark in red and black. The reverse side of the bag carries an advertisement for Golden Dome Tea, the firm's tea leader.

The firm also puts out with its shipment an equal number of booklets describing the best way of coffee-making, which Mr. Quinby insists is a science in itself.

The firm backs up the grocer by local newspaper advertising in districts where La Touraine may be bought. Dailies are used almost exclusively in about 70 cities in the New England States and

throughout New York State, except in Buffalo.

The territory is worked intensively by twenty men on the road. No special drive is made for volume, but the business has shown a substantial growth every year, including 1914.

The Quinby company takes its advertising out of net profits instead of gross business—treats the advertising as an investment instead of an expense.

The most notable of the advertisements is a series of seven advertisements which was used, one each week, in the full list of newspapers. It tells the story of the Quinby policy and methods in the form of a serial, each ad being a chapter. They occupied a space 200 lines deep, over two columns.

Shortly after the war began, Mr. Quinby took the bold course of reducing the price of coffee when almost every coffee broker in the country was predicting a raise in prices. He went direct to the consumer with the offer in newspaper advertising and got a great response.

Explains Why They Advertise

The Fitzsimmons Company, of Youngstown, O., is running a series of advertisements in *The Iron Age*. The third was on the subject, "Why Do We Advertise?" and was as follows:

"When our salesman sends in his card, he isn't altogether a stranger. He represents a concern whose character you know something about. He is selling something besides impersonal metal. Certain ideals of service are back of him; certain standards of doing business. It is those ideals and standards we try to set forth in this weekly message. Those things are what makes this a good concern to do business with."

A Plan to Dispose of Booklet

An unusual way to insure interest in an advertising booklet has been adopted by the Platt & Washburn Refining Company, of New York, which manufactures Veedol, an automobile lubricant. A letter is sent to customers of local distributors, signed by the latter, in which it is stated that the book costs 25 cents, but that the dealer is so anxious that the customer get it that he himself has agreed to pay the cost of the book. The latter is really an unusually high-grade publication, being an elaborate discussion of lubrication for internal combustion engines, and following the receipt of the letter it nearly always gets unusual attention from the prospect.

What the Doctor Expects of the Advertiser

No, the Physician Isn't by Reason of Ethics Necessarily Opposed to Advertised Goods—In Fact, He May Be Made a Strong Ally if Sought in the Right Way by Advertising

By O. B. Carson

Adv. Mgr., American Optical Company,
Southbridge, Mass.

[EDITORIAL NOTE.—Manufacturers of widely varying classes of goods may read the following article with profit—not makers of remedies merely, but also of foods, clothing, hygienic products like refrigerators, vacuum bottles and lighting products.]

ALL that the average physician has to sell to his patients is advice and service, therefore his personal efficiency depends upon the development of an ever-widening circle of satisfied patients. Personality and good results are what count the most, together with skill and experience. To get the greatest possible number of office consultations and calls into the day's work means increased income. Personal efficiency builds

When a pure fruit juice is indicated—

When the patient wants "something that's good when I'm well!"—
When the convalescent frets over the limited diet—
In short, when you see that Good Cheer is going to help your efforts to install Good Health, prescribe

Welch's
Grape Juice

The absolute purity of Welch's is one of the reasons for its high favor with the medical profession.

Welch's is just the pure, unadulterated, unswartened juice of climated selected Concord grapes. In the exact, sanitary Welch method this juice is pressed from the grapes when fresh from the vineyards, and as it is once sterilized and hermetically sealed in glass. All the beneficial properties of the grape are retained, and the delicious flavor and aroma of the fresh grape are unchanged.

We are glad to mail our literature to any physician who requests it.

The Welch Grape Juice Company, Westfield, New York.

THE PHYSICIAN'S CONCERN ABOUT PURITY MUST BE
RECOGNIZED

reputation, brings a better class of patients, higher fees and greater independence.

If you have something to sell to the doctor's patients which has any bearing on health, you will do well to cultivate his influence in your favor. Do not overlook this

Hot or Cold

liquid applications can be given at a moment's notice when THERMOS Bottles are used.

Place the liquid (Hot or Cold) in a Thermos Bottle, screw on the cap, and when needed it will be at practically the same temperature as when put in.

Thermos Bottles have many practical uses for yourself and your patients, both in and out of the sick-room.

For adding to the convenience and appearance of your office use the THERMOS Carafe or Decanter



THERMOS

Serves You Right—Food or Drink—Hot or Cold
When, Where, And As You Like.

AMERICAN THERMOS COMPANY
Norwich, Conn. Toronto, Canada.

HOW A PATENTED SPECIALTY IS ADVERTISED TO DOCTORS

opportunity on the ground that the doctor is indifferent or antagonistic. He knows it is good, sound professional judgment to be interested and to give deserving help.

The doctor is not a dealer, in fact not a business man, in the usual sense, yet he is frequently a shrewd student of human nature, exercising an unusual influence over a large community of buyers whom you are trying to reach.

The doctor wants your proposition put before him in a direct, logical way perhaps. I might say almost elementary in simplicity, brief and practical. If you have a preparation

to sell to his patients and have planned an extensive campaign of national and dealer advertising, outline the plan very thoroughly to the physician, make him an essential unit in your plans. Explain to him carefully the advantages, the uses and the

The Boston Herald's report to the Audit Bureau of Circulations for the last three months of 1914 was:

Daily 164,013

Sunday 89,058

Though there has been a general shrinkage in newspaper circulations since the fall months, The Herald has continued to gain.

Both daily and Sunday editions are gaining every month in local advertising—and this is the one best test of a newspaper's value to the advertiser.

The Boston Sunday Herald, with its Rotogravure supplement, its Associated Press and New York Times news services, and its New York Times special features, has grown every month for a year and now is close to 100,000 net paid.

S. C. Beckwith Special Agency
New York

G. Logan Payne Company
Chicago

NEW ENGLAND!

The SUN pulls like a locomotive for Advertisers

THE LOWELL SUN

JOHN H. HARRINGTON, Proprietor

The great afternoon daily newspaper and the biggest and best daily in Lowell, Massachusetts



THE SUN BUILDING

Absolutely Fireproof

The handsomest newspaper office building in New England. The home of the *Sun*, with the largest and best newspaper plant and the only sextuple newspaper press in Lowell.

The *Sun* is the popular paper of Lowell, established in 1878 by the present proprietor. It has, as the years sped on, increased in circulation and power. The *Sun* has opinions, and they are expressed

fearlessly and for the well-being of the residents of Lowell.

The *Sun's* circulation is now over 16,873 net daily. *It is the only Lowell paper ever examined by any circulation auditor.* The *Sun* censors its advertising; liquor and objectionable medical advertisements are refused. This makes the *Sun* worthy to enter every evening all the worth-while homes in Lowell.

JULIUS MATHEWS, Representative

ASK FOR HORLICK'S

**HORLICK'S The Original
MALTED MILK**

The Delightful Food-Drink for All Ages

The convenience and ease of preparation of Horlick's Malted Milk, its well-balanced composition, freedom from bacterial taint and perfect digestibility, commend it highly as a safe and most efficient way in which milk can be given to infants, invalids, or convalescents.

The profession recognizes its many advantages and prescribes it largely in all conditions where a safe, palatable, and easily digested food is indicated.

The name "HORLICK'S" insures
Originality - Quality - Service

Horlick's Malted Milk Co.
Racine, Wisconsin

AVOID IMITATIONS

HORLICK'S HAS FOUND THIS KIND OF COPY EFFECTIVE

effects of your goods. Tell him how the goods are prescribed, where they may be purchased by his patients. Outline your complete campaign. In a word, interest him in your plans by taking him into your confidence, all in advance of the actual exploitation of the goods.

Being fortified with facts it is quite natural for the physician to look with favor upon your goods, whereas, on the other hand, no doctor would feel justified, when asked to express an opinion, in recommending any article regarding which he knew nothing. On the contrary, lack of knowledge concerning an article would be considered by most physicians as sufficient reason for advising against its use.

Too often the manufacturer is apt to assume that, because an article is sold in a package over a druggist's counter, the doctor will in any event oppose its use by his patients. This is not true where an article has merit, and where the physician knows something of

of the doctor's influence as a part of your campaign is distinctly worth while. If your article is new on the market that is not a drawback. Styles change in human ailments as well as in clothes, and styles change in remedies, too. The physician is in a receptive mood. He is willing to try the new thing if explained to him in a reasonable way.

Doctors are human beings. They don't want you to overlook them. If you were to imply in your advertising that the use of your goods made the doctor's advice unnecessary, naturally you would cultivate the resentment of this very influential class. On the contrary, ask your public to buy your goods and recommend where possible that they be used to supplement the work of the doctor and under his direction. You will soon have my doctor and other doctors working for you.

And bear in mind, too, that the druggist in many cases can be influenced to push your goods through



Prof. Anderson's Scientific Foods

Puffed Wheat and Puffed Rice

These, Doctor, are whole kernels of Wheat or Rice treated in this way:

The grains are sealed in mammoth guns. The guns are revolved for sixty minutes to a heat of 550 degrees. Thus the trifle of moisture inside of each food granule is changed to superheated steam.

Then the guns are shot. There occur in each grain more than 100 million explosions. Each separate granule is finally blasted to pieces for easy, complete digestion.

This process was invented by Prof. A. P. Anderson, formerly of Columbia University. No other method even half so well fits wheat and rice for food.

The grains are bubbles, crisp and flaky, puffed to eight times normal size. They are four times as porous as bread. The taste is delicious—like toasted oats.

They are served with cream and sugar, in bowls of milk, or eaten dry like peanuts.

You will find these ideal whole-grain foods where there exists a delicate digestion.

Package on Request

We shall gladly mail to physicians, on request, a package of either Puffed Wheat or Puffed Rice. The foods are sold by all grocers at 15c and 10c per package, respectively. Address

The Quaker Oats Company

Chicago, Ill.

COPY WITH A SCIENTIFIC
FLAVOR

the friendly attitude of the local physician. The doctor's attitude in a given locality may have a most important bearing on the druggist's enthusiasm and interest in your plans.

Give the physician a square deal in your campaign. Give him more than that. Make him a booster for your goods. Don't overlook this most important link in the advertising and merchandising chain. The way you go about it, whether by form letter, mailing circular, medical press, house organ, sampling or personal missionary work, depends of course upon your individual problem.

No great national campaign on foods, drugs, proprietary preparations, underclothing, or in fact any article of merchandise affecting the comfort or health of the public should be commenced without due consideration being given to this phase of the problem.

THE PHYSICIAN MAY BE THE DECIDING FACTOR

The physician is appreciative. He may not be your ultimate consumer, but perhaps he may be the one controlling factor in your success. The successful practitioner possesses a high order of intelligence, a liberal education, and a keen, active mind. His work is a constant study and search after causes and effects, and his instincts are trained to discover new facts that will assist him in his practice. When a proposition is presented in a logical, reasonable way, when a campaign is outlined clearly, he will respond to your wishes in a way that will show surprisingly to your advantage.

Medical progress goes forward with great strides to-day. The doctors that hope to survive the pressure of competition know that they must keep apace with every new thought and detail that may have the remotest bearing upon their work.

They will meet you more than half way with a cordial co-operation, only asking a decent recognition of their importance and a respect for their influence upon the public.

State to Gather Market Data for Advertisers

Merle Thorpe, head of the department of journalism, University of Kansas, speaking before the annual meeting of the Inland Daily Press Association in Chicago recently, said that a bill had been passed by the Kansas House of Representatives, and would shortly pass the Senate, appropriating \$5,000 for an industrial and financial investigation and report. The primary purpose of this report, Mr. Thorpe said, was to supply advertisers and advertising agents with authentic data about the State, and thus encourage them to use advertising mediums reaching that market. The data to be embodied in the report will be compiled by the department of journalism of the State University, with the co-operation of 500 Kansan newspaper publishers.

In speaking of the tendency of the modern publisher to co-operate with the national advertiser, Mr. Thorpe mentioned a case where a morning newspaper in Chicago had received a contract from a big shoe manufacturer for advertising. The copy accompanying the contract read "For sale at all dealers." When investigation was made by the publisher it was found that only one store in Chicago handled that line of shoes. The advertising was therefore refused on the grounds that it would not pay the advertiser, and that the paper did not care to send its readers into stores asking for that shoe only to find that it was not on sale as stated in the advertisement.

A. L. Miller, of the Battle Creek (Mich.) *Enquirer*, was elected president for the coming year. Will V. Tuford, of Clinton, Iowa, was re-elected secretary-treasurer.

Motor Window Demonstration

The Maxwell Motor Sales Corporation, New York, has recently had a Maxwell motor mounted in its Broadway window, and one of its men to dismantle and reassemble it in view of the passersby on the street. Horns of the phonograph variety on the outside of the window transmitted a descriptive talk of the various operations.

Sparton Advertising to Taylor-Critchfield-Clague

The Taylor-Critchfield-Clague Agency of Chicago is now handling the advertising of the Sparks Withington Company, of Jackson, Mich., manufacturers of the Sparton automobile horn and other products.

Miss Ethel Francis has entered the Margaret R. Burlingame Advertising Agency of Detroit as secretary and treasurer. Miss Francis formerly conducted her own agency, and engaged in department store and retail advertising in Spokane, Wash.

NEW ENGLAND

A Surely Fruitful Field for All Advertising

NEW ENGLAND NUGGETS

In area only 2.2 per cent of the United States, yet having 7.1 of the population of the whole country.

To every square mile of territory there are more than 105 persons, and gains each 10 years about 17 persons in population per square mile of land.

Of the cities of the country, 15.1 per cent are in New England. One-quarter of the population of New England live in cities of 25,000 to 100,000.

Of the workers, 12.1 per cent are engaged in agriculture, 44.0 in manufacturing and mechanical pursuits, 20.2 in trade and transportation, and 18.9 in domestic and personal service.

In 1904—the latest available figures—the total value of all property in New England was 8.2 per cent of the country's total, or \$8,823,325,600.

The value of manufacturing machinery in New England was 14.5 per cent and of street railroads 9.3 of the whole.

In 1909 there was credited to New England 14.5 of the primary horsepower, 15.3 of the persons engaged in manufacturing, 16.06 of the wage-earners, 13.6 of capital invested, and 12.9 of the value of products of the manufacturies of the United States.

Of the foreign commerce of the country for the year ending June, 1912, New England had 6.9 per cent, 9.6 of the imports, and 4.9 of the exports.

In 1911, New England had 4.4 per cent of the banks of all kinds with 7.2 per cent of the capital invested, 12.5 of the loans, 27.3 of deposits, 9.4 of deposits subject to check, and 12.4 of total resources.

The Savings Banks numbered 421, or 22.4 per cent of the whole country, in 1911, and they had on deposit \$1,372,883,366, or 32.6 per cent of all savings-bank deposits in the entire country. There is here in New England more than one-third (34.7 per cent) of all savings-bank

depositors, with an average deposit of \$404.40.

This bird's-eye view of New England will show that this section is the most profitable territory for advertising.

You may reach its people with your message through the daily newspapers, which are quick workers, rapid producers and great local stimulants.

N. W. Ayer & Son say: "The man with the newspaper—you see him everywhere. He is interested and he is interesting. He has his favorite paper. So has his family. To be in these papers right means to be right in it."

Twelve favorite daily papers:

WORCESTER, MASS., GAZETTE
Daily Circulation 24,626.

Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT

Daily Circulation 16,800.

Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER

Daily Circulation 19,414.

Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD

Daily Circulation 8,464.

Population 37,265, with suburbs 60,000.

WATERBURY, CT., REPUBLICAN

Daily Circulation 8,783.

Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS

Daily Circulation 20,044.

Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,014.

Population 20,468, with suburbs 40,000.

MANCHESTER, N. H., Union and Leader

Daily Circulation 27,705.

Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM

Daily Circulation 15,261.

Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS., Standard and Mercury

Daily Circulation 23,079.

Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS

Daily Circulation 20,021.

Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION

Daily Circulation 29,591.

Population 88,926, with suburbs 250,000.

**Experienced Buyers
of Newspaper Space
are Agreed: *That***

Meriden, Conn.

is, in proportion to its size, one of the most profitable cities in New England in which to advertise; *That*

The Morning Record

reaches the Homes in its city to an extent equaled by few newspapers, morning or evening.

The Morning Record

is Meriden's largest, most complete, most reliable (and cleanest) newspaper. It leads in local news and in high-class features that appeal to women.

Address all communications to the home office, Meriden, Connecticut

**Victor Price-Maintenance Case Against
Macy Dismissed**

United States District Court Declares That No New Issue Is Involved—The Grant of a "Limited Right to Use" Does Not Prevent Purchaser From Transferring That Right.

DECLARING that the situation was fully covered by the decision of the Supreme Court in the Sanatogen case, and that the difference between that case and the case at bar was merely formal, Judge Augustus N. Hand, of the United States District Court at New York, dismissed the bill of complaint of the Victor Talking Machine Company against R. H. Macy & Co., March 23. As recorded in PRINTERS' INK for November 26, the suit was filed November 19, asking for an injunction restraining the Macy concern from selling the Victor Company's patented goods at less than the prices specified in the license agreements accompanying the goods.

"The notice of license," said Judge Hand, "provides that the title to the patented goods remain in the Victor Talking Machine Company for the term of the patent having the longest term to run, and that upon the expiration of such patent the goods shall become the property of the licensee if he shall have observed the conditions of the license.

"The complaint does not charge the defendants with having used the patented goods without labels or with needles other than those manufactured by the complainant, but charges as the sole act of infringement that the defendants, though lawfully in possession of the patented articles, have exceeded the limited use granted by the license in that they have sold the articles outright, in some cases for less than they have paid for the same to the licensed dealers, and are threatening to continue this course.

"The real purpose of the license

is obviously to maintain the market for the talking machines and sound records at the prescribed royalty, and the essential point involved is whether such a limitation of the use in the mode I have described is within the rights of the owner of the patents."

NO VIOLATION OF THE CLAYTON ACT

"I think," the opinion continues, "that no provision of the Sherman Act or Clayton Act affects the matters at issue. The infringement charged is for selling when defendants are alleged to possess nothing more than a non-assignable right to use. The whole dispute is as to the extent of the monopoly granted by the patent. There is no combination shown in restraint of trade or to fix prices, nor any contract substantially lessening competition. The only question is whether a patentee who has once received his royalty covering the use of the patented article during the entire life of the patent can by his license prevent the transfer of the use by his licensee in a case where upon the expiration of the patent there is a sale of the machine itself to the ultimate possessor conditioned upon the observance of the terms of the license. If the patentee has such a right I think an attempt to sell the machine in derogation of the license for a limited use is an infringement.

"The majority of the Court in *Bauer v. O'Donnell*" [229 U. S. 1, the *Sanatogen* case] 'held that the patent law did not, under the exclusive right secured by the statute to 'vend' a patented article, grant the right 'to dictate the price at which subsequent sales of the article may be made' when a sale has once taken place. It is to be noticed that the license agreement in that case attempted to limit the use to cases in which a price of \$1 should be paid upon all sales and contained a clause revesting title in the patentee wherever the license agreement should be violated in this respect. The most striking difference between that case and the case at bar lies in the fact that here compliance with the license in respect

Supreme

in result-giving
value is the

Lowell, Mass.

Courier-Citizen

It is a
Home Newspaper

serving communi-
ties of 150,000
buying people.

It is delivered by
office carriers di-
rectly into the
homes of these
people.

In every essential
of

Advertising Efficiency

it is the leader in
its territory.

Write for proofs

Courier-Citizen Co.,
Publishers

Salaries Representatives :

Bryant, Griffith & Fredricks
Company

New York Chicago Boston

NEW ENGLAND!

PORTLAND (Maine) EXPRESS

Average Circulation 1914
20,944 net

An afternoon daily selling at two cents, that gives advertisers the most complete distribution in its city that any one daily can give in a New England city.

The great daily in the field in the biggest city in Maine.

Any advertiser will find that the *Express* in Maine's Greatest City will give results that will be pleasing and profitable. The readers and the merchants have confidence in the *Express*.

The wholesale and jobbing centre of Maine is Portland.

Portland merchants know that goods advertised in the *Express* are sure to move quickly, so these dealers are always ready to take on a proposition that is to be advertised in the *Express*.

So thoroughly does the *Evening Express* cover Portland and its suburbs that any advertiser may justly feel that by using its columns he is getting more than 90 per cent distribution.

The Sunday Telegram

There is nothing in its class in the Maine field. Head and shoulders above everything else as a Sunday Newspaper. A good proposition for advertisers.

JULIUS MATHEWS, Representative

to price or royalty is made a condition precedent to the passing of title, while in *Bauer v. O'Donnell* such compliance was made necessary to preventing the revesting of title by a condition subsequent. This difference seems to me only formal. In fact, I can see no distinction between permanently parting with the use for a stipulated sum, and parting with the title to a patented article, so far as the right to restrict the price to the consumer is concerned. But, if there is such a difference, it cannot, I think, be determined by whether the condition of the passing of title is precedent or subsequent if in each event the title is designed ultimately to be in the licensee provided he has paid the designated price.

MIMEOGRAPH CASE DOES NOT APPLY

"It will be said that a further difference between this case and *Bauer v. O'Donnell* lies in the fact that there the use granted was confessedly assignable because the license agreement contemplated successive sales, while here the licensee was given no right, express or implied, to transfer the use. The point, however, upon which that case turned was that the patentee had no further interest in the use, and, unless the licensee violated some provision of the license he had parted with his interest in it because he had received the entire royalty. Such is the exact situation here.

"The complainant, however, most urgently argues that the case of *Henry v. Dick*" [224 U. S. 1] "is not overruled and should determine my action in its favor. In *Bauer v. O'Donnell* that case is distinguished by Mr. Justice Day upon the ground that there the use of the machine granted was limited in that it was to be with other articles than the patented apparatus. To quote his exact language:

There is no showing of a qualified sale for less than value for limited use with other articles only as was shown in the *Dick* case. There was no transfer of a limited right to use this invention, and to call the sale a license to use is a mere play upon words.

"In other words, the *Dick* case

must be restricted to the facts there presented, and cannot, in view of the later case of *Bauer v. O'Donnell*, be extended to cover a case like the present when the patentee has permanently parted with the entire right to use and has no longer any interest in the royalties from subsequent sales. If the defendants should use the machines without complainant's needles, the rule laid down in the *Dick* case would apply, but no such infringement is alleged. In other words, the interest of the licensor in the use is exhausted except as to its right to have the machine used with the unpatented needles of its manufacture."

Additions to List of W. F. Long Company

The W. F. Long Company, Inc., New York, has been appointed special Eastern United States representative for the following list of Canadian publications: *Hamilton Times*, *Windsor Record*, *Woodstock Sentinel-Review*, *Berlin News-Record*, *Stratford Beacon*, *Chatham News*, *Belleville Intelligencer*, *Charlottetown (P. E. I.) Patriot*.

This company is representing the *Toronto Daily and Sunday World*. In addition to these daily publications, they have been appointed special representatives for the *Canadian Countryman* and the *Maritime Farmer*.

North Carolina Passes Amended Advertising Bill

The North Carolina legislature has passed a fraudulent advertising bill, which was introduced as the **PRINTERS' INK** Model Statute, but emerged from the House with the following clause: "Provided said advertisement shall be done willfully and with intent to mislead."

Joins Sidener-Van Riper

Homer V. Winn, formerly with the Barnes-Crosby Company, and later a service agent in Indianapolis, has been added to the staff of the Sidener-Van Riper Advertising Company, Indianapolis, Ind.

Advertising Specialty Sales Managers to Convene

The Association of the Advertising Specialty Sales Managers will open its semi-annual convention at the Hotel Sherman on April 6th—the sessions to continue for three days.

Wm. D. Nugent, for several years advertising manager of the *Boston American*, has resigned.

NEW ENGLAND!

MERIDEN

(Connecticut)

JOURNAL

Surely the leader in the Silver City. An afternoon daily with a selling power that makes it the leader.

A Three Cent Daily

Yet it has the largest circulation in the city of its publication. The only evening paper in a typical evening paper field. The *Journal's* local and social columns make it indispensable to the women of Meriden; its sporting, financial and political news equally so for the men.

Meriden has the highest per capita of earnings in the world. Its manufactories devoted to the production of silverware, employ the highest paid skilled labor in America.

By all means place your product in Meriden stores and advertise in the *Meriden Journal* and profitable results will follow as day follows the night.

JULIUS MATHEWS, Representative

Cashing In on the Souvenir Habit

Large New "Repeat" Market Being Developed in Striking Fashion

THE campaigns of the International Souvenir Spoon Company of New York City and of other similar spoon concerns demonstrates that often a large repeat market may be found for goods by a close study of existing conditions in the field. The new market in this case was found in the souvenir habit which has been popular among American women for a long time. The present campaign is cashing in heavily upon this souvenir habit.

The promoters of these new campaigns themselves are making new discoveries as to methods whereby this new business may be made to repeat to an indefinite extent. First, spoons bearing the seals of States upon their handles were put out. When this line was advertised with pronounced popularity, a series of spoons bearing the seals of Canadian provinces was originated. And recent ad-

vertisements of the company of Meriden, Conn., for large supplies of Wm. Rogers & Son AA quality spoons. The campaign in Milwaukee was continued, and following the use of copy like that shown in Figure 1 thousands of spoons were sold at 15 cents apiece together with the coupon from the advertisement. If Milwaukee liked the spoons, Mr. Annenberg queried himself, why should not other cities?

He made trips to other cities, and soon Chicago and Cleveland were trying to outdo Milwaukee in the purchase of spoons. At that time the slogan which now appears in most of the advertising of the company was originated. "A spoon for every State; a spoon for every week; a spoon for every reader," states this headline.

On opening up a new city Mr. Annenberg or other representatives of the company go to the office of a leading newspaper.

See on opposite page a sample Advertisement



Magnificent Series of 48 State Seal Souvenir Spoons Made Under Wm. ROGERS & SON Trade Mark

Win from Coast to Coast!

Prompt action secures for your newspaper, exclusive use in your city of our seasonally successful campaign, offering Rogers & Son State Seal Souvenir Spoons to newspaper readers or to other people from the sale of the Rogers & Son Spoons. Complete details at the time we give on the other side of this advertisement.

We control the exclusive newspaper rights on this proposition and are in a position to DELIVER the Rogers & Son ROGERS & SON STATE SEAL SPOONS in quantity or single items are available with newspaper circulation at the United States.

We Have An Unlimited Supply of Spoons Ready to Ship NOW

Order Your Supply of Spoons from New York Office

International Souvenir Spoon Company

General Offices, 488 Fourth Avenue, New York
Chicago Office, 145 W. Wabash Avenue, Suite 601-602

Each State Represented by a Souvenir Spoon

Complete Details at the time we give on the other side of this advertisement.

**A Spoon for Every State
A Spoon for Every Week
A Spoon for Every Reader**

The demand has been developed at almost record speed. Already it is stated the International Souvenir Spoon Company is distributing one million spoons a week. Other concerns which entered the field somewhat later are also striking their stride and are pushing their goods to a heavy demand.

M. L. Annenberg is credited with being the first to try out the plan. His experiments in Milwaukee made it certain that a heavy campaign would pay.

Arrangements were made with the International Silver Com-

PAGE FROM A CIRCULAR BROADSIDE MAILED TO DEALERS

They submit the advertising copy and after it has been accepted they explain how the spoon offer has stimulated newspaper circulation in other cities.

This generally results in the co-operation of the newspaper in some form or other. In many instances the newsdealers act as distributors. They are supplied with spoons and redeem the coupons which readers clip from the advertising of the company. A Baltimore paper posted the city, advertising the spoon offer. And this without cost to the spoon company.

In many cities the spoons were delivered to the dealers with the papers. The dealers supplied the readers with the spoons and after deducting their profit, paid for the rest through their accounts with the newspapers. In some cases the papers guaranteed to the spoon men the newsdealers' accounts.

Thus automatic distribution was obtained. It cost the spoon men nothing for deliveries or collec-

tions. In New York this plan met an obstacle. There the newspapers distribute through branches, and have no individual deliveries as in Chicago and other cities. To distribute to the 8,000 or more dealers a complicated delivery system and the opening of numerous accounts were essential.

From the Middle West the campaign moved into Albany, Rochester, and Syracuse, and it was not long before Boston, Philadelphia and New York City had been invaded and taken. In New York City three newspapers carried the spoon advertisements.

The success of the plan spread rapidly and competition jumped in. Another concern with Oneida Community AIX spoons entered the newspaper field. Then the department stores were supplied with Wallace and other makes of spoons. The International promoters were forced to redouble their efforts.

The Wm. Rogers & Son certificate of guarantee was immediately featured in all the advertising to

**The First Newspaper Choice in
WORCESTER, MASS. is**

The Evening Gazette

The largest Circulation within Worcester's immediate Trading Zone insures the

Greatest Results to Advertisers

The Evening Gazette

—is admittedly the influential and the Home Newspaper of Worcester. Clean, high class, vigorous and fearless. *The Gazette* has no entangling alliances—political, financial—or otherwise.

—publishes more display advertising than any other Worcester daily at the highest local rate.

—offers advertisers the lowest rate per line per thousand in Worcester.

—is a member of the Audit Bureau of Circulation.

Worcester, Mass.

—the 2nd largest city in Massachusetts, having a population of 166,525.

—the natural centre of a splendid trading district of 350,000 prosperous inhabitants.

—has never suffered a severe business depression because of its infinite variety of industries.

—has one great home newspaper in which its people have entire confidence—*The Gazette*.

JULIUS MATHEWS, Representative

NEW ENGLAND! NEW HAVEN (Connecticut) REGISTER

A two cent evening newspaper.

The recognized leading daily in
Connecticut's largest city

The Register Leads

1. In circulation.
2. In volume of advertising, all kinds — display and classified.
3. In news, local, foreign and departmental.
4. In equipment, having greater capacity for setting matter, and for producing more pages and papers in a given time.
5. In staff, having a greater number of editors, reporters and writers.
6. In public confidence—both readers and advertisers believe in the *Register*.

New Haven

The greatest city in Connecticut. More than 130,000 population. Seat of Yale College, a fine industrial city, good business city and a mighty good place to sell your goods.

Insist on the *Register* being on your list!

JULIUS MATHEWS, Representative

emphasize the fairness of the proposition.

In discussing the growth of competition, W. J. McMurray, manager of the New York office, remarked:

"At the start we had the field to ourselves, but as soon as we began to get business on a big scale competition entered. We knew that if we were going to continue to get the business we would

Big, Special Spoon Offer Today

26-SPOON COUPON

Below Explain Every Collector to Obtain Any Spoon Issued in Milwaukee to Date, Including Today's Stunning Beauty "Connecticut" State Spoon

Bring Your Collection Up-to-Date NOW

Here the heavy, duty "Connecticut" spoon you can obtain with ease today. Don't miss this offer before it's too late. Get plenty of spoons. Make lovely gifts and increase your supply of souvenirs of a big event. Make plans, now, to collect all 26 handsome spoons—they have 26 counterparts of pure silver in the group.

**A SPOON for Every State
A SPOON for Every Sunday
A SPOON for Every Reader**

Alabama	Connecticut	Massachusetts	South Carolina
Arizona	Delaware	Michigan	Tennessee
Arkansas	District of Columbia	Minnesota	Texas
California	Florida	Missouri	Vermont
Colorado	Georgia	Montana	Virginia
Connecticut	Idaho	Nebraska	Washington
Delaware	Illinois	Nevada	West Virginia
District of Columbia	Indiana	New Hampshire	Wisconsin
Florida	Iowa	New Jersey	Wyoming
Georgia	Kansas	New Mexico	
Idaho	Kentucky	New York	
Illinois	Louisiana	North Carolina	
Indiana	Maine	Ohio	
Iowa	Maryland	Oklahoma	
Kansas	Massachusetts	Pennsylvania	
Kentucky	Michigan	Rhode Island	
Louisiana	Minnesota	South Dakota	
Maine	Mississippi	Utah	
Maryland	Missouri	Montana	
Massachusetts	Montana	Nebraska	
Michigan	Nebraska	Nevada	
Minnesota	Nevada	New Hampshire	
Mississippi	New Hampshire	New Jersey	
Missouri	New Jersey	New Mexico	
Montana	New Mexico	New York	
Nebraska	New York	North Carolina	
Nevada	North Carolina	Ohio	
New Hampshire	Ohio	Oklahoma	
New Jersey	Oklahoma	Pennsylvania	
New Mexico	Pennsylvania	Rhode Island	
New York	Rhode Island	South Carolina	
North Carolina	South Carolina	Tennessee	
Ohio	Tennessee	Texas	
Oklahoma	Texas	Vermont	
Pennsylvania	Vermont	Virginia	
Rhode Island	Virginia	Washington	
South Carolina	Washington	West Virginia	
Tennessee	West Virginia	Wisconsin	
Texas	Wisconsin	Wyoming	
Vermont	Wyoming		
Virginia			
Washington			
West Virginia			
Wisconsin			
Wyoming			

COUPON

TAKE THIS COUPON

"CONNECTICUT" STATE SEAL SOUVENIR SPOON

Mail Order Directions

GOOD UNTIL USED

NEWSPAPER COPY FEATURING THE COUPON

have to advertise more than ever. We decided also to feature the Rogers certificate of guarantee.

"I believe that this certificate backed by the Rogers name has done a great deal to stop the inroads of the newcomers in the field. We started with a good article for the price and the right time and cashed in. The idea and the way it was advertised did the trick.

"When we found the department stores were looking for souvenir spoons we decided the best way to cut off that competition

was to sell to those people. We had a big circular printed in two colors and outlined our proposition. In this we again played up the Rogers brand. On the back page we showed an advertisement which sold thousands of spoons in New York. This is a recent plan and the results, though pleasing, cannot be fully estimated."

With the circular, shown on page 84, was mailed a letter urging immediate action and quoting prices in gross lots. Throughout this letter it was emphasized that these were Rogers spoons. In New York City, department stores and drug stores are selling popular-priced souvenir spoons. One store used generous space in its regular advertisements to advertise the spoons.

Other products are being made to take advantage of the souvenir fad. Copy has recently appeared in New York City newspapers advertising the national emblem sugar shell. The sugar shell is used to close the spoon collection.

Already a Canadian campaign has been outlined. Over the border the State seal spoon will be supplanted by the provincial seal.

What effect will this avalanche of popular-priced spoons have upon the regular sterling trade? Perhaps you are trying to figure that out. According to the views of a New York City man who has for years been in touch with the best silver trade this fad will not affect the better business.

"The persons who buy sterling ware will not have the plated spoons on their tables," asserted this man. "The market for the high quality souvenir spoons will not be injured. Most of the persons who have bought the plated spoons would not purchase the sterling ones."

And that last sentence shows that the souvenir spoon men put their finger on a big market. They realized that thousands would collect souvenir spoons if they could purchase them at a low price. First they got the article which was as good as they could obtain for the price; then they let the people throughout the country know they had it by advertising.

NEW ENGLAND!

WATERBURY (Conn.) REPUBLICAN

The morning newspaper of Waterbury and its greatest daily newspaper.

Circulation Daily.....8,793

Circulation Sunday.....9,248

Examined by A. A. A.

Business is back in Waterbury. It did not go far away as tremendous orders for war materials brought business back on the double quick.

Robt. H. Ingersoll & Bros., makers of the watch that made the dollar famous, have bought a factory and expect to have 600 skilled hands at work before the end of 1915.

The Ingersoll watch is made in Waterbury in a factory that employs 3,000 people and can turn out 12,000 such watches a day in addition to hundreds of clocks.

The Specialty of manufacturing Waterbury is anything that can be made of brass or copper—and this means a wonderful list of articles.

JULIUS MATHEWS, Representative

The Times Pawtucket Rhode Island

The One Paper for two cities, Pawtucket and Central Falls, with 80,000 population. Total circulation area, 130,000.

THE TIMES fills a field all its own and possesses all essential factors for profitable publicity.

Circulation 21,000 Net Paid

Member A. B. C.

NEW ENGLAND!

SALEM

(Mass.)

NEWS

The circulation of the Salem News—20,021, average 1914—is a marvel to newspaper men and advertisers, as they do not seem to understand that while Salem has a population of slightly less than 50,000 there is a shopping population of 150,000, a territory that the News covers, and covers well.

Salem, Boxford, Topsfield, Middleton, Peabody, Danvers, Rowley, Ipswich, Hamilton, Wenham, Essex, Manchester, Beverly and Marblehead are served and served well by the News.

There are eighty-eight industrial establishments in Salem, thirty-eight in Beverly, twenty in Danvers, sixty in Peabody, seven in Rowley and twenty-two in Marblehead—a total of Two Hundred and Thirty-five in the News' territory.

Salem and its suburbs are good market places and the News is the great advertising medium to move the goods.

JULIUS MATHEWS, Representative

NEW ENGLAND!

THE GAZETTE

by canvass has been shown to be read in about every newspaper - reading home worth reaching in

NORTHAMPTON

(Mass.)

It is an able local daily—a most efficient advertising medium. The community in which it circulates is prosperous and responsive to appeals made by advertising. The Northampton Gazette offers the best medium by which advertisers can reach the people of this city and nearby suburban territory.

Northampton, Mass., is the seat of great educational institutions, including Smith College. It is an important manufacturing centre for varied industries—employing good grade of labor, at good wages.

JULIUS MATHEWS, Representative

Coupon Sampling on "Milk Hominy"

The Marshall Canning Company, Marshalltown, Iowa, opened a campaign in Minneapolis, Minn., on "Dairy Maid Milk Hominy" with a full newspaper page. A series of teaser ads led up to the full page, which featured a ten-cent can of the hominy free. In order to secure a can free it was necessary to fill out a special coupon and present it to the grocer. The coupon was redeemed from the grocer for ten cents. The advertisement was illustrated with a picture of a pretty girl holding out a can of the corn. The text consisted of a description of the product and recipes suggesting numerous ways to serve it.

Advertising Story on Film

A new film drama which is being used to increase merchandise sales is called "Molly Stewart, the Notion Buyer." The picture is produced by the Winsted Silk Company, Chicago. It has a plot which is amusing as well as instructive. The characters are Molly Stewart, the buyer for a dry goods merchant in a small town and a traveling salesman. The selling arguments are cleverly woven into a love story. The film is being loaned to jobbing houses in market centers to be shown to merchants.

A Texas Teaser Series

Before Green's Muscadine Punch was introduced into Houston, Texas, a new trade character, "Gee Gee," appeared as a soda fountain clerk in a series of teaser ads. He said: "My name is Gee Gee. I am always to be found dispensing a well-known Houston product. What is it?" A few days later advertisements were used in which Gee Gee talked to the public about "G. M. P.," an abbreviated expression for "Green's Muscadine Punch."

Louisville Selects a Slogan

The Louisville Convention and Publicity League has just concluded a contest for the purpose of selecting a slogan to be used by the business men and organizations of the city. "We Can, We Will, in Louisville," was the winning suggestion, submitted by Dr. Thomas B. Mulvey. A prize of ten dollars was given by the League, but the money was turned over to charity by the winner.

Blackmore Out of "Inland Printer"

M. O. Blackmore, for the past eleven years advertising manager of *The Inland Printer and the Business Equipment Journal*, of Chicago, has resigned that position. Mr. Blackmore was one of the organizers and is now president of the Trade Press Service Bureau, of Chicago.

"Purespark" is the new registered coined word which stands for a pure and sparkling water now being advertised by the Distillata People of Cleveland, Ohio.

Little Things That Count in Export Trade

Anecdotes Which Illustrate Importance of Shipping What Is Ordered and Packing It Well—Attention to Details Necessary Before Our Export Trade Will Assume Primacy

SOME of the essentials for a successful export business have been repeated again and again. But until manufacturers who are after this trade realize the need of doing business in the manner to which their foreign customers are accustomed, it will not be out of place to display the warning signals.

The following concrete instances illustrate a few of the chief details that are frequently overlooked by those sending merchandise to Latin America. They appear in the "Commerce Reports" of the United States Department of Commerce, under the name of Garrard Harris, commercial agent at Guatemala City.

"What is the chief of your objections to doing business with the American houses?" I asked a Guatemala importer.

"They won't ship just what I order; they will substitute goods; and they are not careful as to packing, although there is improvement in that line now," he answered. And to illustrate with an incident current:

A business house in Guatemala had as customer an old-fashioned gentleman who lived about 70 miles in the interior. He had been wearing a certain sort of ready-made necktie for years. He came in to get a supply and his merchant did not have them, but he gave the one he had on to the merchant and asked that two dozen like it be ordered. The order was sent to a house in the United States the merchant had been dealing with to a limited extent. There was a certain clasp on the tie the old gentleman particularly liked. He owned a big coffee finca and was a good customer, so the merchant wrote explicit instructions to have the ties

NEW ENGLAND!

LAWRENCE (Mass.) TELEGRAM

The Leader in its field

9,533 Daily

You are in right if in the Telegram.

Lawrence with its suburbs has approximately 115,000.

A good daily—a good city—and a good proposition—and then success.

JULIUS MATHEWS, Representative

NEW ENGLAND!

FITCHBURG (Mass.) SENTINEL

The leading daily by a mile. Not only NOW, but also in the memory of the oldest inhabitant, the *Sentinel* stands and has stood as the leader.

There are more than 120 industrial establishments, employing more than 8,500 workers, and producing a product worth

\$23,252,000

Fitchburg is one of the cities of New England that everyone has a good word to say about.

JULIUS MATHEWS, Representative

NEW ENGLAND!

ST. ALBANS

(Vermont)

MESSENGER

St. Albans and its two neighboring towns that shop in our commercial zone, Swanton and St. Albans Bay, have 12,000 population. The railroad gives a special rate once a week to those desiring to shop in St. Albans, so the retailer draws his profit from 20,000 people on that day.

The "Messenger" has all the features of a big city daily, Associated Press, well-trained reporters and correspondents in all towns in northern Vermont, so it is a newsy paper much sought after and with profitable returns to advertisers. It has been examined by the A. A. A., so its circulation,

3,297

net, post office, Oct. 14, 1914.
is worth while.

St. Albans is the shopping center of this section—and the Messenger is "Northern Vermont's Premier Daily!"

JULIUS MATHEWS, Representative

NEW ENGLAND!

MONTPELIER

(Vermont)

ARGUS

The only daily in Montpelier,
the capital city of Vermont.

3,220

Net P. O. October, 1914

Manufacturing industries, extensive granite quarrying giving an unusual wage envelope, and a prosperous farming community contribute much to make advertising pay.

JULIUS MATHEWS, Representative

made just as per sample, and stated that the price was no object. The house in the United States wrote that the ties desired were out of style 20 years before, and they were sending two dozen of the very latest fashion in ties. They came, packed in rather a heavy wooden box, and the merchant had to pay duty on the wood at silk rate, having gotten the box out of the custom house before he received the letter. He sent to Germany and obtained precisely what he ordered, receiving it on the return vessel; and the ties were neatly packed in a light tin box of almost featherweight.

That is one instance of how American houses lose trade. They should ship just exactly what is ordered.

DISREGARD OF SHIPPING INSTRUCTIONS

Another story is going the rounds about a merchant in Quetzaltenango, who ordered a considerable bill of silk from a house in the United States, stipulating that it was to be cut in ten-yard lengths and shipped by parcel post, as he would save customs duties on packing and also freight. The shipment did not come as per order. It was packed in a double strong and heavy wooden case which weighed nearly as much as did the silk, and which weight was paid for at the silk rate, the tariff being on gross weight of the package and not merely on contents. He is now in a lively controversy with the house that disregarded his shipping instructions, and certainly will not be inclined to favor the concern with further orders.

As additional reasons for shipping goods just as ordered it must be understood that the retail customers in Central America to a large extent can neither read nor write, but have become accustomed by some distinctive feature to the goods they want. An instance is told of a man who ran a store in Retalhulieu who had been ordering candles from Germany for many years. Each candle was wrapped in blue paper. One shipment came wrapped in

yellow paper. The people would not buy them. In vain he argued and showed that the candles were the same he had been selling. It was no use, and he could not sell those candles until he sent to a paper-supply house in Guatemala City and bought sufficient blue paper in which to wrap them. Then he had no difficulty in selling them.

Another illustration of the vagaries of the trade: A year or so ago there was a brand of flour that was well liked and a standard with the country people. It was put up in sacks with a device in bright blue printed on each sack. A merchant ordered about three carloads, and it came in with the device printed in green. The customers would not take it. They wanted the blue sack. The millers explained that the bag-makers had run out of blue ink and thought it was all right to use the green. After a long while and much effort the merchant managed to get rid of the flour, but it took almost as much work as introducing a new article.

Hence, when a merchant from Latin America orders anything, it is the best policy to send him precisely what he orders. He knows his trade, its whims and vagaries, and there is a reason for his order. There is nothing "just as good" for him. This one item of shipping precisely what is wanted is most important, and the export firm devoting close attention to this feature is going to retain its trade.

PACKING IS STILL IMPORTANT

Next in importance is the question of packing. It is a threadbare and worn-out question. People get tired reading of it and hearing of it, but they also keep on shipping badly packed goods, and that militates against business. Two illustrations of carelessness have recently come under observation, and both of them were inexcusable because the concerns which sent out goods in such shape have been doing considerable export business and know better. One was that of a well-known brewery, which

Barre, Vermont

Is a small city of 12,000 population (third largest in State) in the Eastern half of Vermont, which produces the best all-round granite in the United States. Its workmen are the highest paid in the State. Surrounding Barre is a rich farming country which has a splendid market in this city. Nowhere in New England are natural business conditions better than in this territory. This field is covered by Barre's only paper, the

Barre Daily Times

Gross Output 7,000 Copies Daily

Is your advertisement in it?

NEW ENGLAND!

LEWISTON (Maine) SUN

The Lewiston Daily Sun, established twenty-two years ago, has been under its present management for over seventeen years. During this time its circulation and advertising has steadily increased every year. The circulation seventeen years ago was slightly over 2,000. In 1914 the average was 6,306 (gross) per day.

The almost unanimous verdict of the local advertiser is that The Sun is the paper to use. They all use it. The paper the home merchant spends his money with is a safe one for the general advertiser.

Business is good in the twin cities. The cotton and woolen mills of Lewiston and the shoe shops of Auburn are all running about normal. Retail business is good. There are no vacant stores. Push your goods in Lewiston and use the Sun to do it, a safe move.

JULIUS MATHEWS, Representative

NEW ENGLAND!

AUGUSTA

(Maine)

JOURNAL

The Journal is known locally as the Kennebec Journal, which is the name of the fertile valley in which Augusta, the city of publication, is situated.

The Journal covers the entire Kennebec Valley, as is shown by its circulation of

11,025

net per day, P. O., October 14, 1914.

While the city has a population exceeding only 13,000, the commercial zone population of Augusta is 75,000.

The Journal has its own editors, local offices and local distribution in Waterville, Hallowell and Gardiner, as well as in Augusta. The Journal covers all the country districts tributary to these cities through Seventy-nine (79) Rural Free Delivery Routes, and in all this territory the Journal is delivered to its readers on the day of publication.

The Journal is a great buy for advertisers.

JULIUS MATHEWS, Representative

If you wish to reach the productive field of **SOUTHERN NEW HAMPSHIRE** you should use the advertising columns of

The Dover Daily Democrat

Established 1873

Only daily paper published in its field covering a territory of thirty thousand people. Largest circulation of any paper in Southern New Hampshire. Average over 3,500 copies per day.

Geo. J. Foster & Co.
Publishers

Dover - - N. H.

JULIUS MATHEWS
Advertising Representative

shipped to a dealer in Guatemala beer in cases instead of casks. The cases were not sealed and the bottles were merely slipped in the wooden slots without any attempt at protection. After a railroad journey in the United States, being handled aboard a steamship, unloaded at the custom house, loaded again on a train, unloaded into a depot, and hauled over a rough road several miles, it was found that about half the bottles were broken, and of those intact perhaps half of them had been emptied by thirsty individuals en route, there being no protection whatever for the goods.

The other instance was that of a concern in the United States that is advertising extensively and really building up a good business in bottled and aerated mineral water. A case of the water was shipped to a dealer in Zacapa. The case weighed 200 pounds and was made of rather flimsy wood. In attempting to lift it from the railroad car to the depot platform the bottom of the box fell out and broke two-thirds of the bottles. There were no bands, wires, or other reinforcements about the frail pine to stand part of the considerable weight.

Close attention to detail and consideration for the customer is what counts. Those things are remembered and appreciated. For instance, some time ago the tariff of a certain Latin-American country was about to be raised heavily on matches. A large firm ordered \$15,000 worth of safety matches from a German house to get the stock in before the raise. Not only were the goods shipped promptly, put up in light tin boxes, but the boxes were crated with plank. The German firm knew that the duty on matches was rather heavy and made an arrangement with the steamship people by which the planking was all to be removed from the matches and only the tins entered at the custom house, so the buyer did not have to pay a high duty on planking. Such evidences of consideration for the customer are certain to be remembered.

Foreign and American Poster Show Opens

Little Known Examples of Italian and Spanish Work Add Interest to Exhibition of German, French, Belgian, Japanese, and Other Paper—Dinner of American Institute of Graphic Arts

THE exhibition of foreign and American posters, which opened at the National Arts Club, 119 East 19th Street, New York, on March 27th, and will remain until April 10th, under the auspices of the American Institute of Graphic Arts, is interesting more from the representation of a number of posters of known and somewhat celebrated merit than for completeness or recency. It includes characteristic designs from Belgium, Germany, Japan, England, Russia, France, Italy, Holland, Spain, Switzerland and the United States. There is also a showing of poster stamps by the Art Stamp League of America.

The exhibit will be chiefly important to advertising men for the opportunity it gives to compare national expressions and tendencies and see how our own product measures up to them.

Our artists and lithographic houses have already begun to dip into German and French sources, but there are surprising suggestions of poster strength and interest in the Spanish and Italian schools, particularly the work of Casas, advertising apparently a liqueur and showing a lady and an attendant monkey, and of Hohenstein, showing symbolical figures advertising a safety match, and other posters.

The Italian work shows more pictorial and dramatic quality. It is modeled and drawn with great freedom and technical command. There is a suggestion of modeling in the Spanish heads, but the drapery is done in flat tones, with decoration, which gives quite a different effect from the use of purely flat color. The drawing has distinction.

The decorative work of the

NEW ENGLAND!

BANGOR (Maine) COMMERCIAL

"Maine's Best Paper"

10,285

Net P. O., Oct., 1914

Largest circulation in the City of Bangor (Population 25,000) and Largest Circulation in Bangor's immediate trading district, which has population of 75,000.

Bangor is the supply center for the vast forwarding territory of Northern and Eastern Maine, including the famous Aroostook potato-growing section.

The Weekly Commercial Farmer and Villager

with its hundreds of local correspondents in the towns and villages of this great agricultural territory, has over 20,000 net paid circulation in this section.

Combined circulation of the Daily and Weekly "Commercial" is the Largest Circulation of any Daily or Weekly in Maine.

JULIUS MATHEWS, Representative.

NEW ENGLAND!

BIDDEFORD (Maine) JOURNAL

Biddeford manufactures cotton goods and cotton machinery. The hum of the spindle and the clank of the loom have been heard in Biddeford for generations. It is industrious, orderly and prosperous and has a good name among New England cities.

Biddeford has a population exceeding 17,000, with a shopping population of more than 50,000. The Journal is Biddeford's best daily paper, a position it has occupied for a great many years. Its circulation of over 3,000 is the largest of any daily newspaper in Biddeford. And the Biddeford Journal is known far and wide as a "Model Local Daily."

Biddeford is a good city to advertise your products in when the "Journal" carries your message.

JULIUS MATHEWS, Representative

NEW ENGLAND!

Hard Times Skipped North Adams, Mass. !

State investigators of industrial conditions were astonished this spring to find everything running at normal capacity (and some mills on overtime) in North Adams and vicinity.

They said North Adams was the most fortunate city in Massachusetts.

And North Adams, right in the corner where Massachusetts, Vermont and New York States meet, is surrounded by thrifty little New England villages—the trading center for 50,000 prosperous people.

For over seventy years the paper—the only paper worth considering—has been


THE TRANSCRIPT

Every evening, except Sunday. Circulation of 6,000, subject to any audit or investigation. On the "Mathews List." The older it grows the stronger it gets.

JULIUS MATHEWS, Representative

Ideas

in typewritten
form without
any obligation
on your part,
or in sketch
form at a nominal charge.



Advertising Illustrations

CHARLES DANIEL
FREY COMPANY
Monroe Building - Chicago

Russian exhibits and the Japanese composition, flow of line and use of black with flat color, will repay study. They all have advertising significance as a means of appeal and pleasure. It is not necessary to add anything regarding the well-known British, German and French schools. There are several Cherets shown.

There are also examples of American commercial posters that will stand up with the average of foreign material with respect to practicality.

The opening of the exhibition was marked by a dinner of the Institute, at which addresses were made by Professor Arthur W. Dow, Maclyn Arbuckle and Robert Frothingham, vice-president of the A. M. Briggs Company.

Mr. Frothingham said, in part:

"There is no dodging the fact that in poster advertising the English, French, Germans, Russians and Austrians have developed so far ahead of us that there remains comparatively little basis for comparison. The contrast is all the more remarkable because in all other forms of publicity and promotion, particularly in newspaper and magazine advertising, they are 'way behind American practice, both in point of typographical make-up, illustration and effective appeal.

"There has been a notable upward tendency during the last year or two in the theater posters here in New York. At any rate, there is such a wide difference between most of them and those put up in the interest of manufactured products that one would think the advertiser might note the marked difference between the attention-compelling, cleverly balanced theatre poster and his own frequently crude and uninteresting paper.

"His ever-present tendency in his poster advertising, and in his magazine and newspaper publicity as well, is to advertise to himself. There's a curious lack of directness in the view which some manufacturers take of their own advertising problems. They find it very difficult to assume the attitude of a disinterested observer. It seems almost impossible for

them to get the outsider's viewpoint.

"The poster advertiser, taken as a class, here in the United States, has not yet reached a decision in his own mind whether the poster is simply to be used as a suggestive reminder or as a direct instrument in the sale of his goods. The consequence is that he frequently endeavors to combine both features in his poster, with the to-be-expected result that it is 'neither fish, flesh nor fowl, nor good red herring.'

"It might be remarked, in conclusion, that one of the reasons for the success of continental poster advertising lies in the willingness of the advertiser, born of long experience, to accord full weight to the artist's conception of an effective poster. There are a few good poster artists here in the United States. But they are sadly outnumbered by the advertisers who are convinced that so long as they pay the bills they have a perfect right to prescribe that particular brand of art that suits their taste, without reference to their own best interests."

Makes Hats in Dealer's Window

The Crescent Department Store, Spokane, Wash., recently used a large newspaper advertisement to announce a manufacturer's special window exhibit. The headline, "See How a Stetson Hat Is Made," was followed by: "See the interesting educational exhibit in our window to-day. It shows the fourteen operations in the making of a soft hat—and the sixteen operations on a stiff hat. It shows how the imported furs look before and after they are treated, and how the cut fur is made into felt—how a hat looks before it is shrunk, and afterwards—how it is blocked and shaped—the whole process from A to Z."

Looks Like a Generous Offer

The new magazine copy on Dromedary Cocoanut, a new product manufactured by The Hills Brothers Company, New York City, contains a coupon which entitles the sender to "One-Cake" size package of Dromedary Cocoanut—a 10-cent Dromedary Cookie Cutter and a book of new Cocoanut recipes, if properly signed, enclosing five cents and furnishing the grocer's name.

"Orange Brand Ham Day" was recently advertised in Baltimore to stimulate sales on Orange Brand Hams packed by Corkran, Hill & Co., of Baltimore.

"The Papers That Go Home"

in

Pittsburgh

are

The "Gazette Times"

Morning and Sunday

"Chronicle Telegraph"

Evening except Sunday

They are looked upon as Pittsburgh's Two Greatest newspapers and are depended upon to solve the buying problem. They stand for the highest ideals in public and private life.

FLAT COMBINATION RATE 22½
CENTS PER AGATE LINE

For further information and co-operation write

URBAN E. DICE, Foreign Advg. Mgr.
Pittsburgh, Pennsylvania.

J. C. WILBERDING

225 Fifth Avenue.....New York City

JOHN M. BRANHAM COMPANY

Mallers' Building.....Chicago
Chemical Building.....St. Louis



One out of every twelve subscribers to Case and Comment bought an Arnold Magazine Binder during 1914, to hold twelve numbers of their favorite law magazine. Pretty good evidence that Case and Comment becomes a permanent part of the lawyer's library.

May Forms Close April 10th

Published by

The Lawyers Co-op. Publishing Co.
ROCHESTER, N. Y.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, APRIL 1, 1915

Short Cuts in Getting Information

Costs have been steadily climbing in most lines of business. The advertising business is no exception. The other day half a dozen advertising agents—they are leaders among what have come to be known as "service agencies"—met for a friendly conference. The conversation drifted into a matter which had long been of serious concern to all of them: the increasing cost of conducting an advertising agency. Finally the agents present decided frankly to exchange figures, and the somewhat startling fact developed that not one of them was able to conduct his business at a cost of less than ten per cent on the gross.

It is quite needless to emphasize the change which has taken place since the old days—at no very remote period in history, either—when an advertising agent did little or nothing beyond the placing of business and the preparation of copy. The change has come about through the increasing demands of advertisers for definite and dependable facts upon which their campaigns shall be

based, and for forms of service which the advertising agent of the last generation would not have included within his field of activity at all. Thus, the agent of to-day is required to give expert advice regarding labels and packages, to design trade-marks and originate trade names, to plan and execute window-display and sampling campaigns, to supervise or assist in the handling of salesmen and to devise methods of securing dealer co-operation. He is expected to conduct investigations which will determine the exact conditions which govern the sale of all sorts of commodities in all sorts of places. Those are merely the legitimate demands of the present-day advertiser, and they represent the information he expects from his agent, cost what it may.

As a matter of fact, that expansion of the horizon is not confined to the agency business; it is a common experience of every organization which attempts to serve advertisers in any comprehensive way. PRINTERS' INK itself has changed materially from the Journal for Advertisers which satisfied the conditions of ten years ago. Subjects which would once have been thought entirely outside its field have come to be of the most vital interest to its readers, and the importance of those subjects is constantly reflected in letters received by the editorial department.

For example, Gilbert H. Montague, a New York lawyer who is counsel to several prominent advertisers and a member of the Legal Committee of the American Fair Trade League, writes:

"I wish to express my appreciation of the series of articles you have been publishing regarding 'chain stores,' and more recently regarding business on the 'consignment plan.' On both these subjects it has been necessary for me recently to obtain accurate information regarding trade conditions for the purpose of bringing out the importance of various questions of law which have arisen in the construction of statutes bearing upon these subjects. The assistance which I have received

from these articles has been very substantial; and you are to be congratulated upon the energy and scholarship with which these and kindred subjects are being handled from month to month by your staff."

Again, Frederick W. Nash, manager of the food department of the General Chemical Company, New York, writes as follows:

During the ten years I have been reading *PRINTERS' INK*, much information of practical advantage in my sales and advertising work has been obtained or suggested thereby, but I do not recall any article that has contained more "meat" within a short space than your leading article in the current issue dated March 18, entitled: "How Shall the Manufacturer Improve His Salesmen?" written by "A Retailer."

The purpose of this communication is to ask your permission to embody this article verbatim, as the retailer's point of view, in a manual we are preparing for the use of our salesmen, with due acknowledgment to *PRINTERS' INK*; as it would be difficult to improve upon this presentation by any instructions we could issue our salesmen bearing on this subject. In the meantime, more of such articles from "the other side of the counter" will be appreciated.

It is doubtful whether any of the articles referred to in the letters quoted would have been thought important by the advertising man of ten years ago, yet the advertising man of to-day would hardly care to confess a lack of interest in any one of them. And there are many other subjects to which the same condition applies: trade-marks and trade names, unfair competition, anti-trust regulations, installment selling, window-display, sampling, premiums, the training and handling of salesmen, etc., etc. Very thorough-going discussions of each of those subjects have appeared in *PRINTERS' INK* during the last three years—subjects in which the advertising man of yesterday would have felt no interest at all, or at best a very languid interest. To-day however, they are a very important part of his stock in trade, whether he is the advertising manager of a corporation, the boss of an agency, or an independent adviser. He can no more afford to neglect

those topics than the factory superintendent can afford to remain in ignorance of improved machinery of production.

Indeed, the development of the advertising business has produced a corresponding development in every factor which has to do with advertising: in *PRINTERS' INK* it has produced what is often referred to as an "encyclopedic" character. The members of the editorial staff must be more than chroniclers of events—they must be *investigators* with time enough and patience enough to get beneath the surface of those subjects which are continually becoming vital to advertising men. Their work must be careful enough, and scholarly enough, to afford a short-cut to that information which advertisers are constantly demanding, and which is constantly costing more to get. Their success in that endeavor is attested by the continual stream of letters, of which we have printed only two here. Over and over again, *PRINTERS' INK* articles have saved advertisers and advertising men the trouble and expense of making independent investigations.

While it is true that the costs of doing business have largely increased, it is true that the *facilities* have increased also. It is only necessary to take advantage of them. Many a man has out-distanced his competitors merely through his knowledge of the short-cuts and his willingness to take them.

Two Advertisers Who Give Real Service

Service has become a word with which one may conjure. Some advertisers have observed how potent it is and have incorporated it in their literature and let it go at that.

But others have entered into the *spirit* of service; have drilled their entire organization on the value of service. They have gone further than the theoretical booklet stage. Expert and helpful advice; plans for cutting costs and increasing profits are a few of the ways in which those advertisers assist their customers.

The New Jersey Zinc Company realized that master painters, architects, and property owners often needed advice on paint problems. As a result a so-called "research bureau" of the company was formed. This bureau gives expert engineering opinions. If a painting contractor gets a big job and some detail is not quite clear to him, he has merely to write to the research bureau for assistance. How certain climatic conditions must be met, the right mixture for this material or that, and questions of a similar nature are answered every day.

The research bureau went a step further and produced a complete set of paint specifications. These are printed on a standard size sheet and may be bound with other specifications. Old and new work is discussed. Painting on cement, plaster, iron, steel, copper, galvanized iron, and woodwork is simplified by quotation of the exact percentage of the various ingredients that should be used for best results. And to make sure that the paint is right, the research bureau is continually making tests. All this service despite the fact that the New Jersey Zinc Company has no paint to sell. It deals only with zinc as far as its paint connection is concerned.

Similarly the H. W. Johns-Manville Company is advertising that when a J-M roof is put on a building and "registered" with the concern the long life of the material becomes the manufacturer's responsibility. To register a roof it is only necessary for the purchaser to fill out a blank and send it to any of the numerous branches of the company.

Examination of the asbestos roofing of the company is made under the direction of the National Board of Fire Underwriters. The large field force of the concern is utilized in the broad service. The nearest branch office adjusts any matter in this service according to the conditions which may arise.

The whole plan is to emphasize that the Johns-Manville Company is standing behind its roofing

and is ready to give actual on-the-ground service when asked.

It is to be noted that this very practical service isn't like a light kept under a bushel. It is strongly advertised. Both concerns prove their desire to accept expensive responsibilities in order that the fullest wants of the consumer, as they relate to the goods purchased, may be fulfilled.

The Victor-Macy Decision

The opinion of the Federal Court in the case of the Victor Talking Machine Company against Macy, reported elsewhere in this issue of PRINTERS' INK, does not represent a new principle of interpretation. It is quite in accord with the doctrine which the Supreme Court has upheld in the *Bobbs-Merrill*, *Miles Medical*, and *Sanatogen* cases, that, when a manufacturer has permanently parted with the use of his goods, and has received full compensation therefor, he has no further interest in nor control over the goods. The fact that, technically speaking, the title had not yet passed from the Victor company did not change the obvious purpose of the transaction.

"If this were a case of first impression," said Judge Hand, "I might feel that no sufficient reason exists for holding that a patentee could not attach such limitations to the future use of his patented goods as he might choose, irrespective of whether he had received a full royalty or not. I think, however, the case of *Bauer v. O'Donnell* holds to the contrary."

This case, in our opinion, renders it quite certain that price-maintenance cannot be secured by appealing to the courts to uphold agreements, whether based upon patents or not. Two possible courses are, however, still open. Legitimate price-maintenance may be secured through legislation, or by the demonstration that unrestricted price-cutting is a form of unfair competition. The energies of those who believe in standardized resale prices should be directed in those channels where there is still hope of success.



Wuxtry! Wuxtry!

No, this is not a war extra telling about something which you read of last week. It is an announcement concerning change of date of LIFE'S Optimists' Number.

Date changed to issue of May 20th, forms close promptly April 30th at high noon.

This number, in spite of its unusual amount of cheerfulness, will sell at the usual price of 10c.

If you don't believe in the United States, peace and prosperity, sunshine and optimism, don't use this number.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

THE MACON DAILY TELEGRAPH

MACON, GA.

Daily Circulation....18,865
Sunday Circulation..20,103

This newspaper has added 1,957 bona fide subscribers since the war began.

It is one of the few newspapers that has very limited newsboy sales, distributing its papers to names and addresses of practically every reader.

It gets a profit out of every name that goes on its mailing list, and can afford therefore to increase its circulation despite decreased advertising in war times.

It is, first of all, a newspaper. That it must be a good advertising medium is logical. Less than 2,000 lines, 4c; 2,000 lines or more, 3c. Yes, we know the rate's too low.

Man

Can you sell goods by mail? Can you analyze merchandise and single out its strongest attractions? Can you study a public and see why—and where—and how best—your merchandise meets the needs of that public? Can you write letters which will bring orders by return post? Can you write advertisements which will bring money in the next mail? Can you write circular, booklet and catalog salesmanship which will produce cash returns? Are you willing to live in a small mid-western city and work for a growing concern with which your own growth will depend upon your ability to produce profitable salesmanship on paper? Are you willing to work hard—and steadily—and long hours? Are you less than 25 years of age? If you can answer "yes" to every one of these questions, send samples of your work and tell everything about yourself which would help get you consideration for this man's size job. But—unless you can answer "yes" to every one of the above questions, don't answer at all because no attention will be paid to letters from men who cannot qualify on every count.

Address "M. C.," Box 271, Care of Printers' Ink

Recent Decisions of Interest to Advertisers

Cases Involving Trade-Marks, Trade Names and Unfair Competition: (N. Y. Sup.) The word "Oneida," by constant use in connection with other words, may acquire a secondary meaning within the ten-year clause of the trade-mark act, though it is a geographical word. The Oneida Game Trap Company, by the word "Oneida" stamped on the pan of its traps, was held to be infringing the trade-mark of the Oneida Community, though not in stamping the word elsewhere, or in stamping its address and the name of the trap on the pan. Question as to infringement held to depend on whether the resemblance may deceive and does deceive the ordinary buyer under ordinary circumstances. Sales of defendant's traps to agents of plaintiff who called for a trap "like plaintiff's," held not sufficient foundation for damages in a suit for infringement. *Oneida Community vs. Oneida Game Trap Company*, 150 N. Y. S. 918.

(Mass.) Where complainant had secured the exclusive right to the sale of washing fluid in Massachusetts only, and had sold it there under the name "Kor-mon" since 1898, it could not obtain a technical trade-mark in the use of the name; but was entitled to restrain defendants from using the name in the same market, though not entitled to restrain its use elsewhere.—*Grocers' Supply Company vs. Dupuis*, 107 N. E. 383. (Ky.) Use of name "Starks Company" by persons, none of whom were named Starks, but who engaged under such name in competition with Crutcher & Starks, a long-established concern, held to be unfair competition.—*Crutcher & Starks vs. Starks*, 171 S. W. 433.

Advertising Advertising in Los Angeles

To the end that the public may be brought to respect advertised goods and have faith in advertising, a campaign of education for the public is under way in Los Angeles, Cal. This campaign will explain just why goods are advertised, why you can trust the quality of advertised goods, why advertised goods cost less than unadvertised, and why the store which advertises is a good place in which to buy. The Pacific Railways Advertising Company has donated a full run in the local street cars and stock, cuts and printing have been furnished, and the campaign will begin with car card advertising. Later a series of advertisements will run in all the local papers, in space already donated. These have been written by a group of local ad men, and the series comprises a complete simple text-book on the subject of advertising.

Trying to Educate Clerks

The Grand Rapids, Mich., Refrigerator Company has begun the publication of a house organ, "The Refrigerator Salesman's Magazine." It is intended for salespeople in retail stores who handle refrigerators.

The Tobacco Leaders Are the Advertisers

The *United States Tobacco Journal* recently had the following to say about the efficacy of advertising as a guarantee of merit in the tobacco trade:

It is significant that the products of the tobacco trade which have been continuously advertised are those in which the buying public and the buying trade have recognized real merit. The advertising itself has been made simply a force in competition, not a blind to hoodwink the buyer. It has been effective, because the goods themselves withstand critical test. It has been continuous, because in the absence of it other manufacturers with articles of merit would have sought public favor by advertising and gained the ascendancy. In a trade which boasts a "Cremo" cigar, and a "Cinco" and an "Owl," a "Felic" and an "El Roi-Tan," a "Charles Denby" and a "Robert Burns," a "Tadema," a "Girard," a "Bock" and "Romeo," there is no need to question that liberal advertising is the surest guarantee of quality. In cigarettes, where many have risen and many have fallen, the existence of a "Pall Mall," a "Fatima," a "Mecca" and a "Melachrino," a "Murad" and a "Mogul" and a "Philip Morris," is surest proof that publicity gives to manufacturers an incentive to keep the quality up. The commanding position of "Prince Albert," "Tuxedo," "Stag," "Whip" and "Obold" is accompanied by ideals which must be sustained. For advertising gives the manufacturer a standard to live up to.

Hagar to Organize New Cement Company

According to the *Chicago Herald*, E. M. Hagar, who resigned early this year as president of the Universal Portland Cement Company, is organizing a new national cement company with a capital of \$25,000,000. While no definite announcement has been made as yet by the promoters of the new concern, it is understood that the basic idea of the new enterprise is along strategic lines of distribution. Plants will be established at various points throughout the country, thus overcoming the difficulty which cement manufacturers have of handling business beyond a radius of 150 to 200 miles of their plants. It is reported that the company will buy and build its plants, and that a number of plants have already been taken under option.

Buys Into Mobile "Item"

W. L. Clements, formerly managing editor of the Birmingham, Ala., *News* and Secretary of the Southern Newspaper Publishers' Association, has bought an interest in the Mobile, Ala., *Item* and has taken charge of the editorial department of that paper.

The Houston Telegram Publishing Company, publisher of the Houston, Tex., *Telegram*, has filed a voluntary petition in bankruptcy and has suspended publication.

I think a big point to any man's work is to be broad enough to know that other men can be called in to help him to do a better job than he could do alone.

I know many able advertising men who fit into places a great deal better than I could—and I am not embarrassed in the least to confess it.

If I have the quality that enables me to "size-up" a business proposition as a managing editor determines what is good news, then I am valuable as an adviser.

I think I do possess that quality. I am sure I can pick the right men to handle a case, because I have studied the work of the good men in the advertising field.

Not any one man I know can do everything well, any more than I can.

Therefore, as an independent worker, knowing as I do the special qualifications of these men, I should be able to make all of the bread and butter I shall ever need, by helping advertisers to get the right kind of help to do their advertising well.

I believe it will pay some advertisers to retain me as their business managing editor.

WILLIAM C. FREEMAN
Advertising

2 West 45th St., N. Y.
Bryant, 4817

The Little Schoolmaster's Classroom

THE high-school teacher was giving a lecture in advertising. "What advertisements did you observe in the car this morning that were distinguished by catchy type?" May the saints preserve us! Just when we had begun to hope that the use of fancy and catchy type was generally discouraged, along come teachers leading the new generation to think that fancy settings are worth while. An advertisement of tea bearing a Japanese name could be appropriately advertised in a type that suggested Japanese art or lettering, but that is about as far as the modern advertising man would care to go in his advocacy of "fancy" or "catchy" type.

* * *

A layout man recently wrote "John Hancock" opposite the signature of an advertisement, and the printer innocently set up the words "John Hancock" following the firm name of the advertiser. This reminds the Schoolmaster that once long ago a printer, observing a period with a ring around it, in some pen-written copy, searched carefully in his type stuff until he found a character that consisted of a ring around a dot, and he stuck that in his set-up!

* * *

A society of professional men recently sent out a so-called model set of specifications. Members of the society were asked to criticise the various paragraphs and these directions were given bearing on the invited criticisms: "Don't write in and say that a certain section is too long. Say what you think can well be omitted, if you regard the present wording too long. Don't merely say that another section is vague or misleading. Show how it could be made clear." Nothing is more exasperating than to get a so-called criticism that stops with a mere query or that is not definite and constructive.

There is considerable sentiment lurking around this old world of ours. It breaks into the advertising columns now and then. Up in Waterbury, Conn., the other week the following advertisement appeared:

*To the Memory of Two Horses
JOE and JIM
Came to Work March, 1898
Chloroformed January, 1915
They did faithful duty.
The Ralph N. Blakeslee Company*

* * *

How this thing that we call "atmosphere" does hang around our interviews and our correspondence. Sometimes it is hard to say exactly what creates the atmosphere. In a letter it may be just a few potent words or a gracefully turned sentence. Take the following letter from Bailey, Banks & Biddle, of Philadelphia, for example:

Dear Sir:

We are in receipt of your favor of February 27th, acknowledging receipt of the Tea Pot, and beg to advise you that in consideration of the short time in which this set had been in your possession, we feel you are entitled to have the repairs executed without charge.

Assuring you always of our careful attention to your commands, we remain,

Very truly yours,
THE BAILEY, BANKS & BIDDLE CO.,
Geo. L. McManus.

This letter is not gushy or even "snappy," and it does not have the superabundance of dashes that adorn the epistolary efforts of some of our alleged "letter experts." It is even a bit formal, and yet it has all the fine atmosphere that the correspondence from a high-class jewelry store ought to have. Between the lines it says "We recognize in you, sir, a new customer that we would like to make a steady patron of our store. We believe in rendering exceptional service and all the fine courtesies to people entitled to them. We want to so conduct our relations that you will always feel it a pleasure to do business with Bailey, Banks & Biddle."

On the ground that the Schoolmaster is "a wizard at deductions," a correspondent asks to be enlightened concerning the Aeolian Vocalion copy reproduced on page 104. "Far be it from me to criticize this successful concern," he writes. "but I would like to know, without exposing my ignorance to them, why the article advertised received such little consideration. The space occupied by the mythological illustration costs fully \$50 in the publication in which it appears, while the space taken up by the illustration of the Vocalion itself costs less than \$5."

Without looking at the signature, the Schoolmaster would have known that his correspondent was an intensely practical man—as he is. He is also a successful advertising man, who disposes of a quite respectable volume of merchandise each year. Curiously enough, too, a good deal of it is sold through the appeal to sentiment, though it falls strictly into the class of necessities.

Of course the Aeolian Company is not trying to sell Doric columns and incense burners, but neither is it endeavoring to dispose of phonograph cabinets. What it has for sale is entirely impalpable, and the best commercial artist in the business would be hard pressed to draw a picture of it. It would have to be expressed in symbols in the end, because it is something which cannot be delineated in any other way. "Music in the home" is the right name for the company's merchandise, and a full-page picture of a cabinet-maker's masterpiece would do little more than suggest that here is another talking machine.

Truly it is a neat little problem, this advertising of music and the use of illustrations which will tell something about the kind of music the instrument will make. No, Rudolph, classic ruins *haven't* anything to do with music—intellectually. But the appeal of music isn't intellectual, it is emotional. So we are here dealing with a

MULCTED

"Mulcted—Punished by a pecuniary fine"

(The Century Dictionary)

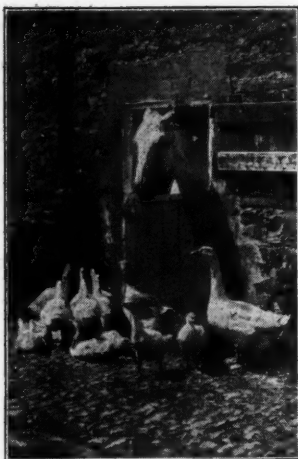
BEFORE paying *second* premium on any Life Insurance policy taken out 1914 or 1915 confer with me. In 1913 a policy was issued (one year's premium paid) the insured was informed he had an "ideal contract." I met the insured in 1914 and sold him a *better* contract in a *stronger* company with an *annual* saving of 35 per cent on his 1913 premium. Some "pecuniary fine"? I have been saving money for my clients for the past 24 years.

JAS. A. STEELE

Broker for the Assured

170 BROADWAY

- NEW YORK



The Breeder's Gazette

carried 932,132 lines of
paid advertising in 1914.

More than any other
farm paper in the world.

ENGLAND
recruited her army
by advertising
YOU
can recruit
an army of
customers from
a nation of
prospects in
SKILFUL
ADVERTISING

ASK MARTIN & MILLER
ADVERTISING COUNSELLORS
241-4th AVE. NEW YORK CITY

The German Weekly of National
Circulation

Lincoln Freie Presse

LINCOLN, NEB.
Circulation 133,992. Rate 35c.

real piece of "atmospheric" copy.

The Schoolmaster is willing to gamble that the company thought it worth while to spend \$50 for a picture which would indicate something about the sort of music the machine will make, rather than merely to show how it looks on the outside. It is quite logical—and practical too, for that matter—to print an emotional picture to



An Epochal Achievement
in Photograph History

THE AEOLIAN VOCALION

The appearance of this advertisement, representing a new chapter in the history of the Phonograph, is a landmark in the history of the music industry. It is a landmark in the history of the music industry, and it is a landmark in the history of the music industry.

The Aeolian Vocalion has been the most successful of all the records in the history of the music industry. It has been the most successful of all the records in the history of the music industry, and it has been the most successful of all the records in the history of the music industry.

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THE AEOLIAN COMPANY
AEOLIAN HALL
1004 Olive Street, St. Louis
MO. 63101

HOW ONE ILLUSTRATING DIFFICULTY WAS
MET

advertise an emotional product; but the Schoolmaster doesn't maintain that it is easy, nor that the strength of the appeal can be nicely balanced in terms of dollars and cents.

* * *

You can't always tell by the looks of a man how much money he has in the bank, and the appearance of a letter of inquiry is still more unreliable as an indication of buying power. There used to be a mail-order house in Chicago, the guiding spirit of which flattered himself that he could tell whether a prospect was "good" or

not by looking at the inquiry. Those prospects whose choice of stationery or grammar did not come up to standard were quietly ignored—and the company went out of business several years ago. Richard W. Sears followed a different plan of action, assuming that the prospect who took the trouble to write for his catalogue was entitled to it, whether he was able to express his desires in chaste English or not. There were plenty of other factors which contributed to the success of Sears, Roebuck & Co., but that policy with regard to inquiries had not a little to do with it.

* * *

Grading inquiries according to physical appearance is pretty ticklish work. The Tobey Furniture Company, of Chicago, once received a request for information written in pencil on a scrap of brown wrapping paper. The company makes furniture of the highest grade, and advertised at that time only in the most exclusive

mediums. Some sarcastic remarks were passed upon the "quality" of the inquiries received, but the wrapping-paper man got his information. Some months later a rough-and-ready specimen of humanity turned up in Chicago, and bought and paid for between five and six thousand dollars' worth of furniture. He was a mine-owner from a remote district of the country, and investigation showed that he was the sender of that original wrapping-paper inquiry. They don't run much to fine stationery in mining camps, but their money is good.

* * *

But if it is difficult to grade inquiries according to looks, it is next to impossible to judge with accuracy the effect of the advertising upon the man who doesn't inquire at all. The Schoolmaster has before him a letter from Henry H. Pike, of the *Scientific American*, concerning an interview he had with the president of a certain large concern.

Only the Well Man Wins

Sick people cannot expect success. Bad health kills opportunities. Good health is a matter of habit. You should cultivate health—*learn to keep well*. How to do this is taught in "GOOD HEALTH"—the pocket monthly for busy people. It is the magazine of "basic efficiency." Price for twelve issues only \$2. Sample copy 20c. (ten 2c. stamps). Address—

GOOD HEALTH PUBLISHING CO., 1804 W. Main St., Battle Creek, Mich.

CATALOGUES

of the better kind, to be one hundred per cent efficient, must be mailed in envelopes of the better kind.

THE BANDLESS MAILING ENVELOPE.

will deliver your catalogue to your prospect without the usual dog-eared and frayed corners—in fact, will deliver it just as it left your hands. Costs more than the ordinary envelope but worth every cent.

We want to hear from good, clean advertisers who know the value of distinctive advertising.

THE SMEAD MANUFACTURING COMPANY
Hastings, Minnesota, U. S. A.

MR. EDITOR!**Do you need an assistant**

- A young man experienced in editing
- who will take the detail off your hands
- has a writing ability and knows sub. dept. and campaign work? **!**

Further details. Address: A.G., Box 272, care P. I.

No Agricultural List is Complete Without

UP-TO-DATE FARMING

"The Farm Paper With a Mission"

200,000 copies twice a month

—Pays Farmers Who Read It—

So, Pays Advertisers Who Use It

Samples, Rates, Particulars Cheerfully Given

UP-TO-DATE FARMING

Indianapolis, Indiana

New York (Member A. B. C.) Chicago

WANTED!

Something to Manufacture

I have a machine shop and foundry in Tennessee, located in center of coal, iron and lumber districts, well equipped, well organized from manufacturing to selling end. Responsibility all right. I want to add one or two perfected mechanical articles.

G. H. PATTEN,

1901 Pine St., St. Louis, Mo.

WANT-AD MEDIUMS

New Haven, Conn., Register. Lead'g want ad. med. of State. 1c. a wd. Av. '14, 19,414.

The Portland, Me., Evn'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c. a wd. 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.



The Minneapolis, Minn., Tribune, Daily and Sun., is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with the order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Evn'g News is the best classified adv. medium in N. Y. State outside of N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.

"After a little talk on the possibilities and advisability of advertising," he writes, "on which I found that the president of the company was very well posted, I asked him if he had ever considered a connection with an advertising agent.

"In reply he took from his desk the latest copy of PRINTERS' INK, and pointing to a page advertisement of an agent who has been a consistent user of space with you, asked, 'What do you think of these people?'

"It struck me that this was a pretty good illustration of the influence PRINTERS' INK has and the real selling value of its advertising pages.

"When this concern starts advertising, the account will, undoubtedly, go to this agency, although perhaps the agency may never know that PRINTERS' INK really secured the business for them."

* * *

The same condition applies to plenty of other publications besides PRINTERS' INK, and the Schoolmaster must confess to a feeling of sympathy for the solicitor who is confronted with a comparative record of inquiries received as an argument against his publication. Like any other statistics, a record of inquiries may be valuable or valueless according to circumstances and the prejudices of the collector. In spite of all the efforts of the academicians to reduce advertising to a group of formulas, there is still plenty of room for the exercise of common horse-sense, and the Schoolmaster opines that there always will be.

T. C. Miller With Goldsmith Agency

Tolbert C. Miller has severed his affiliations with the firm of Dumars, Miller & Barnes, to become director of the art and print department of the L. S. Goldsmith Agency of Philadelphia.

Handles Frolest Account

The Banker-Martin Advertising Company, of Detroit, is now handling the advertising of the Frolest Corset Company, using space in several national mediums.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY

ADVERTISING

26 Beaver Street, New York

Chicago Philadelphia Boston

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers.

Will Bradley's Art Service
131 East 23rd St. New York



PAUL BROWN

154-W-106 ST.
NEW YORK CITY
PHONE 6120 RIVER

COMMERCIAL
ARTIST



FOR SALE

Multigraph and Universal Folder. Latest Models. Will Sacrifice. Cost \$1,000. Russell Baum, The Bourse, Philadelphia.

INFORMATION WANTED.

Any publisher who has a contract with H. P. Shropshire, kindly communicate with J. G., 9th Floor, Tower Building, Chicago.

HELP WANTED

Young man for Advertising Department of leading hardware manufacturer. Thorough knowledge of builders' hardware essential; also experience in or adaptability to catalogue compiling. Splendid opportunity for a man who is qualified. Box 783, c/o P. I.

ADVERTISING MANAGER.

First-class man of wide experience in Department Store advertising. One who has a complete grasp of merchandising and its principles, and can originate and personally work out business-getting copy and lay-outs. Should be familiar with the New York field.

Apply by letter or in person at Private Office, any morning between 8:30 and 12.

BLOOMINGDALE BROS.,
59th to 60th St., Lex. to 3d Av.

Advertising Solicitor Wanted

One of the oldest magazines in United States is in the market for a hustling, brainy young man to go out and get business. State age, experience, full particulars, salary expected. Give references. Correspondence strictly confidential. Box 781, c/o P. I.

MULTIGRAPHING

SMITH and BROWN

154 Nassau St., N. Y. Beekman 4774
Satisfactory multigraph work. Capacity 50,000 letters per day. Careful attention. Out of town orders solicited.

POSITIONS WANTED

Woman advertising student seeks position in any capacity offering chance to develop into adwoman. Ten years' experience as stenographer, including trade magazine. Box 779, c/o P. I.

ADVERTISING manager at liberty.

Young man, well qualified by excellent experience in the advertising, sales and mail order fields; a result producer; forceful sales "copy" for circulars, folders, booklets and "form" letters; highest reference. Address Advertising Manager, The Atlas Paint Co., 101 Park Ave., N. Y.

Solicitor and executive with wide sales experience gained with prominent car advertising concern wants connection that offers genuine opportunity. College man, 26; forcible writer, convincing talker, aggressive. Box 778, P. I.

LACK IDEAS?

Planner, writer and executive in every form of forceful publicity appeal. Now employed, seeking the larger opportunity—anywhere. Let's talk things over, anyway. Salary no object. Box 785, c/o P. I.

Have you room for an aggressive young advertising man. I am 26, have had 8 years' experience in the field of sales promotion; know how to make distinctive layouts; write clean, forcible copy and sales letters that pull. Free April 17th. J. B. D., 5716 Kingsessing Ave., Phila., Pa.

THIS MAN—21, cleancut, practical; O. K. at copy, layouts, printed matter of all kinds, 2 years' experience; N. Y. University Advertising; stenographer; wants position with progressive firm with future. Employed, so if not now, how about later on? Full details on request. Box 782, P. I.

ARTIST—MANAGER—BUYER

Expert on commercial illustration, incorporating selling power and typographical enchantment. Practical thorough knowledge of all methods of engraving, including three and four color processes, composition, stock and press work, is open for a high-class proposition. Box 786, c/o P. I.

Advertising manager, wide experience in department store field; now with large New England house; formerly practical printer and newspaper man; originator, master of type, layout and printing; Christian; 29 years old, married; would be glad to consider any new proposition from any source whatsoever, embracing a broader field as directly applied to my experience and ability. Box 784, c/o P. I.

Assistant to Adv. Mgr., Bus. Mgr. or executive official. American, Christian, married; 15 years in responsible, executive positions in business departments N. Y. publications. Thoroughly understands printing, engraving, presswork; domestic and export catalogue compilation; translations, correspondence and detail. Highest references. Will accept \$30 per week if prospects are good. Box 776, c/o P. I.

Experienced executive, thoroughly familiar with all details of publishing, newspaper, magazine, book and agency experience; worked up through bookkeeping, stenography, salesman, circulation, editorial and purchasing departments. Good general knowledge of accounting, commercial and corporation law. Unusual knowledge of type, paper, engraving, lay-outs and printing estimates. Can get the best results from employees; possess original ideas, good personality, energy, accuracy and initiative. Salary requirements subject to future prospects. No preference as to territory. Box 887, c/o P. I.

Assistant Advertising Manager

Five years' experience assistant to buyer of printing for large advertiser. Familiar with successful methods buying printing and getting service. Capable managing office or handling all details of office routine. Practical training laying out and writing copy. Broad knowledge mediums. Box 777, c/o P. I.

Wanted—Position as advertising or business manager on live daily in city of 35,000 or more. Know newspaper business thoroughly. Have sold and written advertising for some of country's best newspapers. Result producer, good campaign planner; can get business and keep it as proved by several years' successful experience. References from some of the best papers in America. Now employed, but seek permanent position with a future. Expect a good salary and will earn it. Box 775, c/o P. I.

POSTER STAMPS

Hundreds of beautiful, original styles and designs Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. **THE DANDO CO.**, 26-32 So. 3rd St. Philadelphia, Pa.

PRINTING

GENERAL PRINTING CATALOGUE AND BOOKLET WORK—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presser, etc. Coin Cards, Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. The Winthrop Press, 141 E. 25th St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

\$42,000 will buy a good class paper out of which owner takes \$8,000 besides salary. Harris-Dibble Company, 71 West 23rd Street, New York.

Large Printing Concern would be willing to take a financial interest in one or more weekly or monthly publications. Would be interested only in established publications. Box 780, c/o P. I.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized 3½x6, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. **THE DANDO CO.**, 28-32 So. 3rd St., Philadelphia, Pa.

ROLL OF HONOR

Birmingham, Ala., Ledger. dy. Av. for 1914, 30,849. First 2 months, 1914, 30,245. Best and cleanest advertising medium in Alabama.

Phoenix, Ariz., Gazette. Average daily circulation for 6 mos. ending Oct. 1st, '14, 6,017.

New Haven, Conn., Evening Register. dy. av. for '14 (sworn) 19,414 dy., 2c; Sun., 17,158, 5c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year end Dec. 31, '14, 8,776.

Pecora, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

South Bend, Ind., Tribune. Sworn av. Jan., 1915, 13,611. Best in Northern Indiana.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune. daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, Ia., Evening Courier, 56th year; av. dy. '13, 9,231. Dy. av., Apr. to Sept., '14, 14,262.

Louisville, Ky., Courier-Journal. Average 1914, daily, 32,595.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News dy. News Publishing Company. Average 1914, Sunday 61,947, daily, 80,176. For Feb., 1915, 77,764 daily; 71,693 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, which will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'g Transcript (©©) Boston's top table paper. Largest amount of eve. adv't'g.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,628. The "Home" paper. Largest evening circulation.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the Printers' Ink Publishing Co. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and N'th'n Iowa. Use it to reach this section most profitably.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Actual av. 1st 9 mos 1914, 113,166. Actual average for 1914, 115,291.

Minneapolis, Minn., Tribune. W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Liech. Actual average for 1914, 23,017.

Benjamin & Kentner, 225 Fifth Ave., New York; People's Gas Building, Chicago.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Feb., 1915, 127,167 daily; Sun., 163,485.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,575.

West Chester, Pa., Local News, dy., W. H. Hodgson. Av. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Erie, Pa., Times, dy. Av. circulation '14, 23,270; 23,467 av., Feb., '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Wilkes-Barre, Pa., Times-Leader, eve. ex. Sun. Av. net dy. circulation for 1914, 19,959.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Chester, Pa., Chester Times, dy. av. 1914, 9,161; Morning Republican, dy. av. Apl.-Sept., '14, 4,326.

Newport, Daily News, eve., 66th year. Covers field. Circulation for 1914, 4,845.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (©©) Sun., 33,018. (©©) The Evening Bulletin, 48,772 av. net paid for '14.

Westerly, R. I., Daily Sun. S. E. Conn. and S. Rhode Island Sun. to every 7 persons. Av. cir., 1914, 8,655.

Danville, Va., The Bee (eve.) Average for 1914, 5,799. Feb., 1915, average 5,895.

Tacoma, Wash., Ledger. Average year 1913, daily and Sunday, 21,581.

Tacoma, Wash., News. Average for year 1913, 20,510.

Janesville, Wis., Gazette. Daily average, 1914, daily 7,129. Feb. average, 7,541.

Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.

Regina, Canada, The Ledger. Average 1914, 16,619. Largest circulation in Province.

GOLD MARK PAPERS

Bakers' Helper (©©) Chicago, Ill. Only "Gold Mark" j'l. for bkr's. Oldest, best known.

The Inland Printer, Chicago, Ill. (©©) Actual average circulation for 1914, 16,420.

Boston, Mass., American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America. (©©)

Boston, Mass., Ev'ng Transcript (©©) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique. (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home deliv'ered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Milwaukee, Wis., Ev'ng Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

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ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
Second Cover.....	75	Pages 7, 9, 11 or 13.....	75
Back Cover.....	100	Double Center [2 pages].....	150

High Water Mark

With its issue of March 14,
the paid circulation of *The
Chicago Sunday Tribune*
reached

600,745

With the exception of one
New York paper, this is
the largest Sunday circula-
tion in the United States.

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco